

MAXENCE LE CORRE

Product Design Lead | Design System Lead

Hong Kong Permanent Resident

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With over 8 years of experience in **Product Design** and 10+ years in **UX-UI Design**, I am passionate about building **innovative solutions that meet user needs** and **drive business results**. I have completed multiple projects across various domains, such as **FinTech, InsurTech, B2B SaaS platforms, OTT video platforms, E-commerce, Real Estate**... I am also skilled in photography, photo editing, visual identity, and illustration. I enjoy the dynamic experience of working with **international teams**, bridging time zones and cultures.

SKILLS & EXPERTISE

- Multi-platform Product Design & UX-UI Design
- Design Systems Management & Documentation
- Product Management
- UX Strategy
- User Research
- Information Architecture
- Prototyping (interactive)
- HTML/CSS/JS

PROFESSIONAL EXPERIENCE

PRODUCT DESIGN CONSULTANT (HK) // 2019–now

Currently helping companies build digital platforms more efficiently.

My missions include:

- Testing and validation of assumptions (both business and UX).
- Wireframing, prototyping, testing, data analytics monitoring.
- Design process optimization to accelerate *time-to-market* and enable scale.

PRODUCT DESIGN LEAD | DESIGN SYSTEM LEAD - Coherent (HK) // 2020–2023

Transformed the insurance industry by designing a platform that helps insurers break through the constraints of legacy systems.

- Lead Designer for the company's hero product (a SaaS platform for the U.S. market).
- Lead Designer for the company-wide Design System.
- Design backlog management and documentation (JIRA + Confluence).
- Features prioritization with PMs and PO.
- Research & usability testing (moderated & unmoderated).
- Work across time zones with colleagues around the globe.
- Daily collaboration with devs and Q.A. engineers

SENIOR UX & UI DESIGNER - YouTrip (HK) // 2019

- Design System optimization.

- Implementation of a version control system for design files.
- UX writing.

SENIOR UX & UI DESIGNER - Accedo.tv (HK) // 2016–2019

Worked for big clients such as Channel 4, Telstra, Les Mills, TVNZ, Tata Play, Astro, Telkomsel, Media Prima... My missions included:

- UX & UI Design for multiple devices and platforms: TVs, game consoles, desktops, tablets, mobiles, iOS, Android, Windows...
- UX Strategy: aligned users' needs & business goals, competitive analysis.
- Information architecture, user flows, wireframes.
- User research, prototyping, usability testing.
- Close collaboration across time zones (HKG, NZL, AUS, SGP, IND, SWE, UK, USA, ESP, RCH...).
- International trips for on-site support: SWE, IND, MYS, SGP, IDN, NZL, AUS.
- Recruitment (led interviews, and assessed candidates skills).

UX & UI CONSULTANT (France) // 2015

UI & UX Design, Graphic Design, and Visual Identity for an E-commerce startup.

SENIOR UX-UI DESIGNER - Ortus Group (Shanghai) // 2014–2015

Led the UX & UI Design for the production of a shopping mall kiosk (interactive digital display). Collaborated closely with cross-functional teams (engineering, marketing, operations) to ensure a cohesive, user-centered solution.

ART DIRECTOR - Egg3 (Shanghai) // 2013–2014

Design of interactive presentations under Prezi software. UX & UI Design, branding, newsletters (design & code).

UX & UI DESIGN LEAD - Up & Net (France) // 2012–2013

Lead designer in an Agile environment for a FinTech startup. Responsive UX & UI design for the company website as well as other E-commerce websites.

WEB DESIGNER & DESIGN LEAD - Ventes Responsables (France) // 2010–2012

- UX & UI Design, branding, newsletters (design & code), interactive Flash animations
- Photography (models & packshots), photo retouching, and photo scripting.
- Management and mentoring of more junior roles.
- Led the recruitment processes for other team members.

GRAPHIC & WEB DESIGNER - Groupe C.U.C (France) // 2006–2010

Web & UI design, vector illustration, photography, print design, branding...

SOFTWARES

- Figma, Figjam, Tokens Studio, Sketch, Adobe CC
- JIRA, Confluence
- Google Sheets, Airtable, Notion, Trello...
- Zeplin, Abstract, InVision, ZeroHeight, Chromatic, Storybook...
- Wordpress, Webflow, Framer

LANGUAGES

- **French:** native speaker
- **English:** fluent
- **Spanish:** basic skills
- **Mandarin:** basic skills
- **Khmer:** basic skills

INTERESTS

- Photography
- Data analytics, Data viz
- Tech & A.I
- Sketching, illustration
- Trekking, coastering, stream hiking
- Cooking