FABRICE DESWARTE
PRODUCT DESIGNER
UX/UI

41 years old
Nationality : French

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With more than 15 years experience within the graphic design field and now specialising in User Interface and User Experience Design, I am offering my services as a Product Designer.

Over the last few years, I had the opportunity to be a part of Design projects run by either big companies or Startups within the financial, medical, automobile or media fields and on an international set.

My ambition is today to offer my expertise at the junction between Visual Design and User Interface.

Skills

UI Design   UX Design   Branding
Prototyping   Design System
Illustration   Art Direction
Accessibility   Atomic Design

Work Experience

PRODUCT DESIGNER | 09-2022 / 04-2023
Wemanity (Lille) – main client Prisma Media (Paris)
· Participating on the build of a multibrand Design System for Prisma Media which runs the magazines Geo, Ça m'intéresse, Télé-Loisirs Gala, Voici and many more..., creating of a naming convention and values (Design Tokens) of the different brands in Atomic Design and following the accessibility rules.
· Participating in the design of new features of the native applications on smart-phone and tablet format for Télé-Loisirs on IOS and Android systems. These features include the TV programs filters, The emphasis of news articles on programs pages and the connection and personalisation user journey.
Skills used/gained: Prototyping on Figma, Design System, Atomic Design, accessibility, Material Design

ART DIRECTOR AND UX/UI DESIGNER | 07-2020 / 09-2022
Taktus (Lille) – main clients : PSA/Stellantis, Futuroscope, CEA, ...
Design of the interfaces / user experience of the in-store car configurators for blue chip clients including DS, Peugeot, and occasionally Citroën.
· Work on the ergonomy and HCI of car configurators displayed on touchscreen devices driving a 3D motor allowing clients to visualise the car they are configuring.
· Making of a design system in relation with the brand guideline in place.
· Design of interactive prototypes and UI of the car configurators.
· Implementation after real life testing with in-store customers.
· UI hand-off and technical specifications delivery to the developers in order to work faster and with more accuracy.
· Used softwares : Sketch, InVision, Illustrator and Photoshop.

Design of an in-store application for «A2 Pas d'ici» which is a startup selling local products on shopping malls. The project has been launched in Auchan Noyelles Godault and the application was displaying a map with the productors' location, their products as well as some recipes in order to enhance the products available.
· Work on the ergonomy and HCI of the touchscreen application.
· Art direction of the project as well as layout, icon and brand guideline design.
· UI hand-off and technical specifications delivery to the developers in order to work faster and with more accuracy.

Participating on the design of a digital twin for the CEA (Atomic Energy Commission) on the field of logistics and the management of warehouses, harbours et shipment in order to create a Decision Support Tool tested through optimisation scenarios.
· Interview of industry partners in order to identify the users' needs.
· Animation of ideations' workshops, focus groups, brainstorming and mind-mapping sessions.
· Definition of personae, empathy map and user journey.
· Design of interactive wireframes in order to test and implement them with the project stakeholder.
· Design and implementation of the interfaces/UI in relation with the user testings.
· Interior design of the showroom with sketching of several user journeys and styles.

Design of a touchscreen application for an event at the Futuroscope in order to present the Corporate Social Responsibility of the amusement park.
· Interface, animation and interaction design.
· Art direction and layout design of the documents displayed.
· UI hand-off and technical specifications delivery to the developers in order to work faster and with more accuracy.

Portfolio

Because a picture is worth and thousand words, please have a look at my online portfolio.
You can access it through the following link:
www.fabrice-deswarte.com

FREELANCE ART DIRECTOR AND UX/UI DESIGNER | 12-2018 / 07-2020
Several clients in Lille area including Cooptalis, Alternative formations
Branding (logos, brand guidelines,...), illustrations, documents' layout, design of websites and applications (UX/UI) on Sketch and InVision,

ART DIRECTOR AND UX/UI DESIGNER | 06-2017 /12-2018
Yootalent – Horizontal Software Group (Lille)
Yootalent is an innovative employee-centric HRIS (Human Resource Information System) in SaaS mode. I designed functionalities to allow users to do professional and annual appraisal meetings, talents recommendation, and training plans. A dashboard was at the core of the application on both the HR and employees' ends.
· Improvement of the User Experience and design of new features of the application.
· Design of wireframes and prototypes to develop the application.
· Occasional work on the integration.

FREELANCE | 11-2015 / 12-2016
Several clients including EIB, Cushman & Wakefield, Eukleia Training, ... (Luxembourg, France, UK)
Creation and rebuild of websites, branding and brand guidelines, layout design, emailing campaigns, freelancing for advertisement and web agencies.

COMMUNICATION DESIGN ET MARKETING MANAGER | 08-2014 / 11-2015
Circles Group (Luxembourg)
Redesign of the brand guideline of the group and its visual identity, website, online pricing tools and the documents of the online insurance.

ART DIRECTOR | 11-2013 / 08-2014
European Investment Bank (Luxembourg)
Revamp of the Annual Reports including layout design, data visualisation, illustration, infographics. Working on the Visual Design of the Core identity, Internal and external communication.

DIGITAL DESIGNER | 02-2011 / 11-2013
Eukleia Training (London) – main clients: Barclays, HSBC, Deutsche Bank, RBS, McLaren, ...
Design of E-learning programs covering the whole creative and design process including the making of Mockups, pilots, coding (HTML and CSS) and deployment onto the clients' LMS.

Education and Training

UX DESIGN TRAINING | 04-2018 (72 HOURS ON 12 DAYS)
Gobelins (Paris)
Theoretical and practical training covering the different phases of the UX methodology, users testing, ergonomy and prototyping.

CERTIFICATION IN FRONT-END AND BACK-END CODING | 04-2016 / 07-2016
Fit4Coding – WebForce3 (Luxembourg)
Training in web coding covering the following technologies: HTML5, CSS3, JQuery, JavaScript Responsive Design, Bootstrap, Wordpress, PHP ad MySQL.

MA IN GRAPHIC DESIGN AND COMMUNICATION (WITH DISTINCTION) | 09-2009 / 08-2010
University For the Creative Arts (Epsom, UK)
Learning of Graphic Design (Layout design, grid systems colour theory and design principles), project management and design and creative research methods.

MASTER'S DEGREE IN FINE ARTS (WITH DISTINCTION) | 10-2005 / 06-2007
University of Valenciennes
Development of a personal art practice in relation with contemporary history of art, philosophy, psychology and medium's languages (photography, video and digital). Writing of a master's thesis according to the art practice and the research undertaken.