

NICE TO MEET YOU

I am Maxime, a 28 year old French ID & UX Designer born and raised in the Baguette country, now working in Shanghai, China.

I work with products, graphics and interfaces to deliver insightful experience and strong brand values based on a user-centered design approach.

Working for consultancy design agency in China, I have had the privilege of collaborating with top leading expert and designers on a variety of innovation driven projects.

I have had the pleasure to contribute to projects for clients and organizations such as; Bosch, Audi, Siemens, Google and more. Projects that cross disciplines – Consumer electronics, Healthcare, Automotive, and AI – have been and continue to be Design fields that motivate me.

I see myself as a global citizen and designer after studying, researching and working in Europe as well as in Asia for the past five years. I have always been grateful for learning and discovering wherever challenging work has taken me.

EXPERIENCES

Mid-level ID Designer

Designaffairs GmbH Shanghai.

Healthcare, White goods, IoT, Automotive HMI.

March 2016 / Now

Design execution with direct report to managing director. Hosting client presentations and workshops.

In-depth interview, Focus group, User experience lab.

Design research on the latest tools, techniques and trends. Provide guidance to junior designers.

Prototyping, detailing and quality control.

Freelance Designer & Researcher

International clients operating in Asia, Shanghai.

Consumer electronic, Cosmetics, Retail, IoT.

Fissler, PaulFrank, Decathlon, Prael...

September 2015 / March 2016

Research and concept development on culturally insightful products, bridging the gap between the physical and digital. Working in a fast paced environment on large scale project and with multi-disciplinary Design team.

Assistant Creative Director

Wildesign Shanghai, China

Healthcare, Robotic, Lifestyle products.

February 2015 - September 2015

User research and scenario supporting by on-site interviews. Assisting creative director on creating proposals. Ideation, modeling, rendering and concept presentation.

ID Designer

Gazelle Tech, France & China.

Electric Car start-up company.

September 2014 - Janvier 2015

Design consultancy with direct report to founders. Build-up strategy and product's definition. Responsible for user-experience and interaction in car.

Intern ID & Strategy

PLTFRM, Shanghai, China.

NGO, F&B, Lifestyle product.

September 2013 - March 2014

I Help, Advise, Partner with Established Global Brands to resonate with China.

I Strategize, Design, Co-Create the Brand of Emerging Chinese Businesses.

LANGUAGES & SKILLS

Digital

Rhino, Solidworks, Adobe suite, Keyshot, Makerbot, Powerpoint, Keynote, SketchbookPro, Wordpress.

Analog

Sketching, Ideation, Design research, Model making, Creative teamwork & workshop, UX Wireframing.

English (Pro) - French (Native) - Spanish (Medium)

INTERESTS

Outside of the Studio...

I am deeply passionate about food culture and cooking. I turn this passion into small culinary experiences to connect people I love.

I enjoy keeping up to date on tech news, A.I and Sci-Fi movies. I look forward to discovering new user experiences and interactions to inspire my work.

I am a dynamic person, so I like to go skateboarding after work to unwind. I grew up by the ocean, so I soon as I can like to go back to the sea and surf.

EDUCATION

Master's Degree in Innovation Design - Cross-culturally

2015 - École de Design de Nantes - China Campus

Thesis: Chinese Hospital (awarded honorable mention).

Bachelor's Degree in Industrial Design

2013 - École de Design de Nantes - France

Major: Interaction Design

Bachelor's Degree in Social Sciences & Anthropology

2010 - Université Bretagne Sude - France

Industrial & User experience Designer

Maxime Le Ruyet

French, November 3rd, 1989

[Linkedin.com/in/maximeleruyetdesign](https://www.linkedin.com/in/maximeleruyetdesign)

maximeleruyet@gmail.com

Wechat : maximelr