

## 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.

## EXPERIENCES

### Senior Industrial Designer

S.Point Shanghai.

*Consumer Electronics, Automotive, Robotic, Service design.*  
November 2017 / Now

Working with S.Point companies to develop their vision, product, and brand.

Connecting the dots at all the design stages and gathering specialists who can help to navigate product development.

### Mid-level Industrial Designer

Designaffairs GmbH Shanghai.

*Healthcare, White goods, IoT, Automotive HMI.*  
February 2016 / November 2017

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.

### 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.

### Industrial 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.

## Industrial & User experience Designer

Maxime Le Ruyet

French, November 3<sup>rd</sup>, 1989

## 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.

Shanghai Hackerspace & FabLab member.  
Skateboarding in Shanghai Community.

## 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

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