

## NICE TO MEET YOU

I am Maxime, a French UX/ID Designer currently based 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 five years in China, I have had the privilege of collaborating with top leading expert and designers on a variety of innovation driven projects for Bosch, Xiaomi, Siemens, Google, BYD

I am currently working on the future of in-car User Experience for NIO advanced concepts.

## EXPERIENCES

### UX / UI Designer at NIO - Shanghai

AUGUST 2018 TO PRESENT

*Tangible user interfaces, Car assistant.*

User research and trend analysis on digitalization, autonomous driving and Chinese EV market.  
Define Tangible user interfaces product that are inspired by the future, but grounded in rationality.  
Work on smart car companion based on voice user interfaces to enhance HMI and future driving scenarios.

### Senior ID Designer at S.Point - Shanghai

SEPTEMBER 2017 TO AUGUST 2018 - 1 YEAR

*Consumer Electronics, Service design*

Design lead with direct report to VP of Design.  
Define strategy, key activities and timelines for Clients.  
Host client pitch, presentations and workshops.  
Gather specialists to navigate product development.  
Assume lead design role on several projects.

### ID Designer at Designaffairs GmbH - Shanghai

OCTOBER 2015 TO SEPTEMBER 2017 - 2 YEARS

*Consumer Electronics, Healthcare, HMI.*

Design execution with direct report to design director.  
Host 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.

### ID / UX Designer at Wilddesign - Shanghai

FEBRUARY 2015 TO SEPTEMBER 2015 - 8 MONTHS

*Consumer Electronics, Healthcare, Robotic.*

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

### ID Designer at Gazelle Tech - France

SEPTEMBER 2014 TO JANUARY 2015 - 5 MONTHS

*Electric Vehicule start-up company*

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

### ID & Strategy intern at PLTFRN - Shanghai

SEPTEMBER 2013 TO MARCH 2014 - 7 MONTHS

*NGO, F&B, Lifestyle brand*

Help, Advise with Global Brands to resonate with China  
Strategize, Co-Create Brand of Emerging Chinese Businesses.

## EDUCATION

### Master's Degree in Innovation Design - Cross-culturally

2015 - École de Design de Nantes Atlantique - China Campus  
Thesis: Chinese Healthcare (awarded honorable mention).

### Bachelor's Degree in Industrial Design

2013 - École de Design de Nantes Atlantique - France  
Major: Interaction Design

### Bachelor's Degree in Social Sciences & Anthropology

2010 - Université Bretagne Sud - France

## LANGUAGES & SKILLS

### Digital

Rhino, Solidworks, Adobe suite, Keyshot, Makerbot, Sketch, 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...

Exploring intersection of Craft, Art and Music.  
Outdoor activities, barrel seeker, goofy rider since 1989,  
Passionate East Asia traveler and street food enthusiast.

### Communities

Shanghai Hackerspace & FabLab member.  
Skateboarding in Shanghai Community.

M. LERUYET

## Industrial & User experience Designer

Maxime Le Ruyet  
French, November 3, 1989

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