



EMPLOYMENT

2023 - present **Product Designer Freelance** › maxlacoste.com

Bringing my expertise and experience to clients around the globe, I specialise in **User Interface (UI) & User Experience (UX), Responsive Design, Prototyping, Interactivity, Inclusive Design**. I put a strong emphasis on user-centered products and pixel perfect interfaces. I'm driven by curiosity and I like to explore and learn new techniques and tools.

2020 - 2023 **Senior Interaction Designer @ HERO (Melbourne, Australia)** › thehero.co

My principal mission at HERO (formerly BBE) was to work on the **Thrive By Five** project for the **Minderoo Foundation**, consisting of the creation of a parenting mobile application that empowers communities to ensure every child has the best start to life. As the lead designer on this project, I had ownership over the **product's visual identity, experience and interface** creation. I have enabled design sprints with the client, developed a sturdy **Design System** and facilitated workflows with the technical team. This resulted in an engaging, inclusive and localised product, distributed in over 10 countries on both the App Store and Google Play.

2018 - 2020 **Senior UX Designer @ The Royals (Melbourne, Australia)** › theroyals.com.au

In close collaboration with the Lead UX architect, we have established an efficient workflow based on Design Sprints, where we define the users needs and answers these through several **Design Thinking** exercises. I have also been leading a team of designers through **Experience Design** in the digital space, taking them through wireframing, prototyping and interactivity, but also across user-centered approach, inclusive design, and responsiveness.

Among our clients are **Spotify, AustralianSuper, Mercedes-Benz Vans, Bupa, White Pages, NT Government, RedZed**, and more.

2015 - 2018 **Senior Digital Designer @ BWM Dentsu (Melbourne, Australia)** › dentsu.com/au

Linking the workflow between the creative team and the production one, I have been working across a multitude of projects, helping conceptualise, supervise and produce **digital campaigns** (online ads, digital screen animations, eDMs, social media posts, etc.).

On the User Experience side, I have been collaborating with UX architects and developers to prototype and design **web platforms** and **mobile applications** which are user centered, responsive and accessible.

I've worked for clients such as **Chadstone, Kmart, Realestate.com.au, Latitude Finance Services, The Referendum Council**, and more.

2009 - 2015 **Digital Designer Freelance**

I have been freelancing for companies located in France, Australia and New Zealand, specialising in **Conception, UI/UX Design, Flash Animation & ActionScripting** for digital projects.

2010 - 2011 **Interactive Designer @ Rapp Tribal DDB (Auckland, New Zealand)** › ddb.co.nz

Conception, design and animation of websites, online banners campaigns, eDMs. I have been working either in small or big teams on many projects among great talented people. Working closely with Art Directors, I had the opportunity to lead other designers on some campaigns, give directions and feedbacks, review and sign work.

I have been involved in projects for **Cadbury, McDonald's, Tourism Australia, Yellow, Telecom, Sky, ANZ**, and more.

2008 - 2009 **Web Designer @ Spitfire (Auckland, New Zealand)** › spitfire.co.nz

2008 **Junior Web Designer @ Tequila / TBWA (Sydney, Australia)** › digitalartsnetwork.com.au

2007 **Project Manager @ Duke / Razorfish (Paris, France)** › saatchiduke.com

2006 **Web & Graphic Designer @ Jarring Effects (Lyon, France)** › www.jarringeffects.net





REFERENCES

"I've worked with Maxime on many projects and he's always delivered an amazing quality of work. Very talented and highly knowledgeable in the fields of web and mobile design and with tight development skills on top which only makes the flow between developer and designer easier."

Thomas Ruffie - Co-Owner/Director @ Shaperstudio

"It was a pleasure working with Max. Not only is a rare design talent who understands coding but he is also an exceptional team player. He is a hard working individual that goes above and beyond and was a member of our digital team that could always be depended upon."

Sharen Ram - Traffic Manager @ RAPP Tribal DDB

"Max has worked on many challenging and exciting projects here at Spitfire. He has showed excellent competency in all areas of his role ensuring the timely and successful delivery of all projects. His disposition, attitude and manner is excellent."

John Madden - Creative Director @ Spitfire

SKILLS

Personal attributes

- 18+ years of experience
- Problem solving approach
- Highly organised, dedicated, professional
- Excellent people skills and collaborative approach
- Autonomous, articulate and dependable
- Enthusiastic about sharing knowledge and always looking to learn more
- Experience working under high-stress situations, consistently rising to the challenge
- Ability to multi-task and to adapt to fast paced, ever evolving environments
- Delivery focused attitude

Technical abilities

- High sense of details, pixel-perfect enthusiast
- User-centered design advocate
- Always on the lookout for new trends and technologies
- Good understanding of digital standards, typography, color, usability and accessibility
- Good understanding of User Experience principles
- Ability to design/interpret wireframes
- Skills in animation and motion design
- Self-taught coding (Javascript, ReactJS, HTML, CSS, Actionscript, Php, database design)
- Basic knowledge of graphic design rules

TOOLS

Image retouching / Illustration/ Presentation

Adobe Photoshop, Adobe Illustrator, Adobe InDesign.

Animation

Adobe After Effects, Lottie, Adobe Animate.

UI Design / Prototyping

Figma, Sketch, Principle, Framer.

Coding

Brackets, Visual Studio Code, CodeKit, Git, MAMP.





EDUCATION

2008 **Master Degree in Information and Communication, specialisation Media Engineering**
Institute Ingémédia, University of Toulon (France)

Degree obtained with jury's distinctions after 2 years of studies (in continuation of a previously obtained Professional Bachelor Degree). This degree aimed to prepare students and lead them towards professional occupations of Digital Marketing such as Project Manager, Web Designer, Web Developer, Content Manager, etc.

Main units of studies: Fundamentals of Information Systems, Conception and Copywriting, Production Management, Research and Innovation, Professional Project.

2006 **Professional Bachelor Degree in Image and Sound Techniques and Activities**
Institute Ingémédia, University of Toulon (France)

Degree obtained with jury's credits after 1 year of study (in continuation of a previously obtained 2 years University Diploma).

This degree aimed to prepare students and lead them towards professional occupations of Multimedia such as Web Designer, Graphic Designer, Motion Graphic Designer, Web Developer, Sound Engineer, etc.

Main units of studies: Artistic Culture, Digitalisation, Professional Practices, Project Management.

2005 **University Diploma of Technology in Communication, Services and Networks**
Belfort-Montbéliard University (France)

Degree obtained after 2 years of study. Main subjects of studies: Artistic Culture and Applications, Multimedia Techniques (Design, Development, Video), Communication, Law.

The second year concluded with a 3 months internship in a relevant professional structure, which was performed as a Web Designer in a global advertising company.

2002 **General Baccalaureate in Science**
Jean Mermoz High School of Saint-Louis (France)

INTERESTS

Languages

- **French** Mother tongue
- **English** Fluent (IELTS: 8 | TOEIC: 740)
- **Italian** Fluent
- **Spanish** Notions

Music

Big music enthusiast. Practitioner of guitar, all kind of percussion instruments and the piano.

Art

Art lover. Photography, street art, literature, painting, illustration, tattoos.

Sport

Highly active. Rock climbing, yoga, snowboarding, surfing, table tennis, volley ball.

More

Travelling, camping, video games, technology and science.

