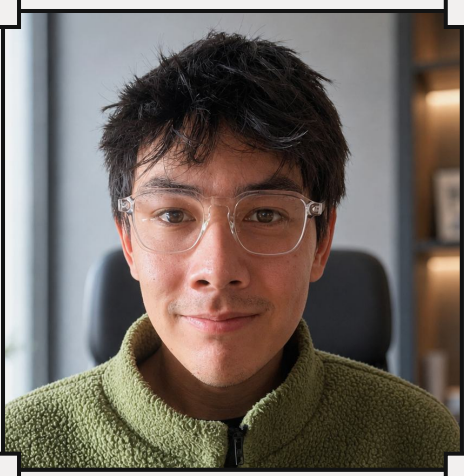




Antoine Testemale

PRODUCT DESIGNER

ART DIRECTOR

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Product Designer and Art Director with over five years of experience in UX/UI design, brand identity and digital product design. Experienced in retail and e-commerce projects, from user research and interface design to prototyping and user testing. Experienced in leading projects, mentoring designers and collaborating with international teams.

FREELANCE • UX/UI DESIGNER, ART DIRECTOR

2025 - PRESENT

- Supporting companies and startups on projects combining brand strategy, UX/UI design and art direction
- Designing end-to-end digital products, from user research to interface design and user testing
- Creating visual identities, prototypes and modular design systems
- Leading projects and collaborating directly with client teams

BAYBRIDGEDIGITAL • UX/UI DESIGNER, ART DIRECTOR AND WEBFLOW DESIGNER

2023 - 2025

- Designed the UX/UI of the Bayretail Store App and Consumer App
- Led the art direction of BayBridgeDigital and its Bayretail retail solution
- Created marketing assets and developed consistent brand identities
- Integrated and maintained the BayBridgeDigital and Bayretail websites in Webflow
- Mentored a team of designers and maintained the quality of project deliverables
- Designed omnichannel experiences for agnès b., Le Jacquard Français, IRO, Comptoir des Cotonniers and Rossignol

EDGARD PARIS / EDGARD L'ÉLÉGANT • ART DIRECTOR

2020 - 2022

- Designed clothing collections for commercial release
- Redesigned the visual identity and website of the Edgard L'Élégant men's fashion publication
- Developed a consistent brand universe across products and digital touchpoints

KINDAI • JUNIOR ART DIRECTOR

2020

- Designed social media posts and stories for Ferrero, Innocent and Moët & Chandon
- Adapted creative content to each brand's visual identity
- Contributed to pitch development and created concepts tailored to client needs

Core Skills

- User research and user journey design
- Wireframing and high-fidelity prototyping
- User testing and UX/UI audits
- Design systems and modular interfaces
- Art direction and visual identity
- Brand strategy and brand guidelines
- Retail, e-commerce and omnichannel experience design
- Project leadership and designer mentoring
- Proficiency in English with international collaborations

Education

- Art Direction and UX - LISAA Paris (2022)
- Professional qualification in Art Direction and UX, RNCP lvl 7
- Design and Creation - IIM, La Défense (2020)
- Professional qualification in Project Management, RNCP lvl 6

Design Stack

- Figma, Framer, Webflow, Photoshop, Illustrator, After Effects, Codex, Claude Design, Higgsfield