

# THOMAS.CHOQUET

Product Designer · 4 years experience

06.19.08.86.58 · ledun.art · thomas.chqt@gmail.com

Figma

Design System

Accessibility

Prototyping

## EXPERIENCES

### Product Designer

Koralplay · 2023–2025

- Built a Design System from scratch — 100+ components, adopted by 10+ developers, 2 designers, 2 POs and 2 PMs, with full documentation handoff
- Led UX/UI redesign of gaming apps and back-office dashboards, improving visual consistency and interface breathing room across the full product surface
- Designed for low-literacy users in African markets — improved readability and spatial clarity under stakeholder constraints, resulting in a more comfortable user experience
- Conducted A/B testing with external users and iterative internal validation at every delivery stage
- Designed motion and micro-interactions for mobile gaming interfaces and dashboards, shipped to production
- Collaborated with PM on discovery sessions and design critiques, evolving from solo practice to structured co-design
- Facilitated cross-functional workshops and conducted UX/UI audits across product teams

### UX/UI Designer

ASR Informatique · 2022–2023

- Created the full visual identity of the company — logo, brand guidelines — currently in production across all touchpoints
- Redesigned and built the company website from scratch, delivered and published via Elementor
- Conducted UX/UI audits on client applications, including automotive dealership software
- Managed 3 simultaneous projects within a 10-person ESN, handling full design ownership end-to-end

### Internship – UX/UI Designer

ASR Informatique · 2018–2020

- Conducted UX/UI audits on internal and client-facing applications
- Contributed to early brand identity work including logo design
- Designed and animated sales presentation decks for the commercial team

## Education

Master Digital Art Director

ECV · 2018–2020

Bachelor Digital PM

ECV · 2017–2018

Vocational training, Webdesign

Afpa · 2016

## Tools

Figma · FigJam  
Notion · Token Studio

## Language

French · English

## Interests

Digital painting · Robotics · Sports