Thibaut Coulon

AI PRODUCT DESIGNER (UX/UI) & BRAND DESIGNER

B2B & B2C web products · Mobile · Design systems

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Portfolio: https://thibautcoulon.fr
Paris, France
Driving licences A & B · Own vehicle
Available immediately

Personal project

Klap

July–August 2026

Android app · Google Play

Designed an app that helps people choose films and series, from the first mockup to publication on Google Play **in one month**.

Incorporated **around 50 feedback items** from friends and family: quick ratings, season ratings and cross-search by actor.

Skills & tools

UX & research · Interviews, workshops, user flows, wireframes, prototyping and testing · Figma, FigJam, Maze, Hotjar

UI & design systems · Components, variants, variables, responsive design, documentation · Figma, Dev Mode, Storybook

Brand design · Art direction, visual identity, brand guidelines, web and print assets · Photoshop, Illustrator, InDesign, After Effects

AI & design · Claude, ChatGPT, Codex, Figma Make and Figma plugins, including UX Pilot AI and Figr Identity. Create UI variations, prototypes, copy and components faster while respecting the design system and tone of voice.

Accessibility · RGAA checks during design in Figma, using tools including RGAA Audit and Stark.

Collaboration · Workshops and production follow-up · FigJam, Jira, Confluence, Notion, Airtable

Front-end · HTML, CSS, JavaScript, React

Languages · French (native) · English (C1)

8 years in digital design, including 6 in product design. I design B2B and B2C web products, from visual identity to interfaces, using AI to speed up production and simplify users' work.

Experience

AI Product Designer & Brand Designer

Moon3D · Freelance — February–September 2026

Full-time engagement. **First and only designer**: visual identity, moon3d.fr showcase website and internal management tool, working directly with the owner.

- **Brand design: art direction and brand guidelines**, applied to the site and tool.
- **UX/UI:** ran interviews, workshops and tests with the owner; designed flows, Figma mockups and prototypes, including services and quote requests.
- **Business tool:** customer, order, cost, stock and partial-delivery management, used daily; cost calculation cut from **about 15 to 5 minutes**.
- **AI feature:** Claude → owner validates the product description → 3D model generated in Autodesk Fusion 360. For the models concerned, **several hours reduced to a few minutes**.
- **Production:** used Claude Code guided by the brand guidelines and design rules, while keeping control of design decisions and reviewing the output.

Tools: Figma, Claude, Claude Code, Autodesk Fusion 360.

Product Designer

2020–2026

Amplitude Studios · Paris

B2B tools and B2C web journeys for **Games2Gether**, from needs to implementation.

- **CMS and rewards:** ran FigJam workshops, grouped settings, added a preview and designed forms with drafts. Partners became autonomous, **freeing about 4 dev hours per week** (CMS) and **2 hours** (rewards).
- **Bug reporting:** co-designed the guided form and back office with QA and community managers. Complete reports rose from **about 42% to 88%**, follow-ups **−56%**, first response from **about 5 to 2 days** (team data).
- **Testing and iteration:** prepared scenarios and ran internal tests on the bug list (titles, statuses, information); used the SUS questionnaire.
- **Design system and UI:** contributed components, variants, variables and the partner Figma kit with the designers; Dev Mode and implementation follow-up in 3-week sprints.
- **B2C journeys:** designed the avatar hub and Twitch Drops flows. Monthly avatar creations rose **about 71%** after launch (team data).

Team: designers, lead Product Designer, PO, account manager, developers, QA, community managers.

Partners: SEGA, Creative Assembly, Relic Entertainment. Presentations and workshops in English.

Tools: Figma, FigJam, Dev Mode, Notion, Airtable.

Assistant Web Designer

Ubisoft · Paris — 2018–2020

- Created newsletters in **12 languages**, banners and templates; art-directed emails and built them in HTML/CSS. Salesforce, Jira.

Graphic Designer

The Alamo · Paris — 2018

- Created posters, DVD/Blu-ray covers, box sets, social visuals and print files.

Education

Front-end Developer
2019–2020 · École Multimédia

Webdesigner
2018–2019 · Nextadvance

Graphic Designer
2017–2018 · INFA

BTS in Audiovisual Studies
2014 · Cifacom