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BRAND DESIGN

- Visual identity and brand systems
- Art direction (photo, video)
- Packaging and campaigns
- Motion design and video
- Guidelines and brand books

PRODUCT DESIGN

- User research and usability testing
- User flows, wireframes, prototyping
- Mobile and web UI
- Design system and UI kit
- UX/UI audit, A/B testing
- WCAG accessibility, Green UX

LEADERSHIP

- Team management and mentoring
- Workshops and executive presentations
- Managing agencies and freelancers

GENERATIVE AI

- Claude, Claude Design, Claude Code
- Figma Make and AI plugins

TOOLS

- Figma, FigJam, Notion, Miro
- Illustrator, Photoshop, InDesign
- After Effects, Dimension
- No-code tools (websites, prototypes)

LANGUAGES

- French (native)
- English (C2)

Lucile Cazanave

Brand & Product Designer Identity · UX/UI · Design systems

Profile

12 years of design in consumer tech, from brand to product. At Netatmo (Legrand group), I grew from Graphic Designer to Lead Creative Designer, created the brand's new identity and carried it into the product, leading a team of 3 to 6 designers. Trained in product design (OpenClassrooms) and in AI for UX design (Pyramyd), I design identities and user journeys alike, from research to coded site, so that brand and experience feel like one thing.

Experience

Lead Creative Designer · Netatmo, a Legrand brand

2017-2026

- **Rebranding:** initiated after the Legrand acquisition (workshops across teams, 3 creative routes, executive committee sign-off), unveiled at CES 2019. Result: a logo still in use seven years on (previous ones lasted about two).
- **Brand systems:** identity rolled out across 100+ assets, in 6+ languages and 15+ countries, then extended to 3 ranges (Initial, Original, Advance); reusable templates and kits, brand book delivered with an agency, subsidiaries trained on the guidelines.
- **Brand and product:** consultant on merging the website and e-shop into one site (brand, information architecture, flows, mockups); icons for the 4 apps and in-app installation flows, with the Lead UI/UX Designer.
- **Launches and sales campaigns:** art direction and 11 deliverable families (packaging, photo and video, product page, Amazon, Meta and Google), Black Friday and French Days campaigns, with 10+ product and marketing stakeholders.
- **Testing and data:** consumer tests before launch; campaign results analysed (clicks, conversions, A/B tests) to refine the creative.
- **Managed and mentored** a team of 3 to 6 designers plus freelancers; presented and defended design choices to the CEO and VPs.

Graphic Designer · Netatmo

2014-2017

- Unified the brand across every touchpoint (B2C, B2B, retail).
- Turned connected-device features into clear, educational visuals.

Education & projects

Product Designer (UX/UI) · OpenClassrooms

2026-2027

State-certified degree (RNCP level 6) "UX/UI Designer", 12 hands-on projects, including:

- **Les Bambinets**, mobile app helping adults sign with toddlers: visual identity, user flows, design system, WCAG AA accessibility, prototype.
- **Les Cordons Bleus**, cooking school website redesign: UX audit, service blueprint, new logo and identity, design system, site coded with Claude Code and an AI assistant.
- **Emoving**, e-bike e-commerce: hand-made prototype, then audit, new logo, design system and site coded with AI.

AI for UX Designers · Pyramyd

2026

Bringing AI into every design step: research, ideation, prototyping, user testing, UX writing.

Portfolio · lucilecazanave.com

2026

Bilingual site designed in Figma and built in code with AI (Claude Code, GitHub): a token-based design system kept in sync between Figma and code.

Master's in Art Direction · ECV Bordeaux

2008-2013

Specialisation in Branding & Packaging.