

Xavier Lamiche

Creative Director and Senior Designer with 14 years of experience in product design, UX/UI, and branding.

I combine creativity, product vision, and team leadership to transform ideas into meaningful, useful, and desirable experiences.

My mission: to design with purpose, unite talents, and create design that helps both businesses and users grow.

Tel : +33 6 24 66 20 13

@ : xavierlamiche@gmail.com

Mobility Paris & Île-de-France · Occasional international travel
Driver and motorbike licence



www.xavierlamiche.com

Professionnal experience

Since 2026 - GTT Marine & Energy - Senior UX/UI Designer

- **Conception of complex SaaS** tools for expert and client users
- **User research**, insight synthesis and creative direction
- **Creation of the GTT group design system**, deployment follow-up and design steering committee

Since 2013 - Storm Studio - Lead & Senior Designer

- **Management & design of 150+ projects** for French and international clients (Airbus, Elior, Archos, Maison Berger, Orano...) in UX, UI, product and branding
- **Management and mentoring of a multidisciplinary team** of designers and external contributors (developers, makers...)
- **Creation and facilitation of creative workshops** in design thinking and design sprint with project teams of up to 20 participants
- Implementation of **agile creative processes**
- **Definition of user-centred design strategies**, improving ergonomics and client experience

Since 2019 - Teaching & Workshops

- **Teaching** at ISAL Bachelor level in Branding & Technological Innovation
- **Mentoring** of Master 2 graduation projects at Rubika
- **Workshop facilitation** for Design Licence students at Rubika

2012 / 2013 - Diedre Design - UX/UI & Product Designer

- **User interface design** for the future Airbus A350
- **Design and industrialisation** of bicycle tyres for Hutchinson

Other experiences (2008 – 2012)

- **GP Designpartners** - Industrial Designer
- **Bouygues Group** - UX/UI Designer
- **Elium Studio** - Industrial Designer
- **Publicis Consultants / Carré Noir** - Retail Designer & Graphic Designer

Competences

- **Project structuring** : Strategic analysis, briefing and scoping
- **Leadership & Management** : Team Management, Project Management, Agile, Strategic & Product Roadmaps, teaching, Collaborative design and workshops.
- **Design & Innovation** : UX Design, UI Design, Design Thinking, Design Sprint, Rapid Prototyping, User Research, Usability Testing, Customer Experience (CX), Ergonomics, Branding, Product Design.
- **Tools** : Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign), Sketches, Miro, Notion, SolidWorks, Keyshot, Generative AI (ChatGPT, MidJourney, Firefly).

Studies

- **Master's in design management** - ISD Rubika, Valenciennes (2012)
- **Bachelor's in industrial design** - ISD Rubika, Valenciennes (2010)
- **Preparatory School in Applied Arts** - École de Condé, Paris (2007)

language

- **French** - Native
- **English** - Fluent (spoken, written, read)
- **German** - Basic knowledge

Hobbies

- **Culinary Arts** - Sharing creativity and experiences through cooking.
- **Motorsports & Mobility** - Driving motorcycles, cars, and exploring new forms of mobility.
- **Culture** - Artistic creations, craft and immersive experiences
- **DIY & renovation** - Apartment renovation projects, from design to hands-on site management