



Léonore Baquiast

Empowering teams through
scalable design systems
and smart collaboration.





Hi

I'm Léonore, a Product Designer who believes good design starts with people, not pixels.

I help teams grow through **clear systems**, thoughtful **collaboration**, and a **shared sense of purpose**.

My work blends **design systems**, **product thinking**, and **human connection** to turn complex problems into simple and meaningful products.

With 6+ years of experience, I've supported companies in healthcare, fintech, and retail driving both product excellence and team alignment.



Expertise areas



Design System

Build scalable and flexible design systems from scratch

Scale and maintain multi-brand ecosystems

Align teams around shared design principles and clear documentation



Design Ops

Define and optimize Figma file structures for large teams

Bridged design, product, and tech teams for better collaboration

Set up workflows that make design delivery faster and smoother



Product Design

Lead full design cycles: discovery, UX flows, iterations, prototyping and delivery

Translate complex needs into simple and intuitive interfaces

Oversee QA and handoff with attention to detail



01.

Teleclinic

#Health care

Multi-brand system

Web app

02.

Decathlon

#Loyalty Program

MVP & Design Ops

App & Web responsive

03.

BeeToGreen

#Bike e-commerce

Audit & UI

Web responsive

04.

Mon Ami Poto

#Blockchain bank

MVP

App & Web responsive



Teleclinic

Teleclinic is a German telemedicine platform allowing patients to consult doctors online.

In 2023, the company started a **major shift toward a white-label model**, onboarding 7+ partners such as ADAC.

Multi-brand system

Design Ops

Web app

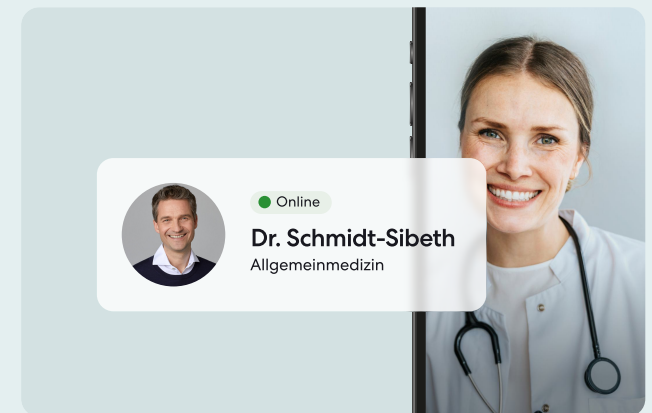
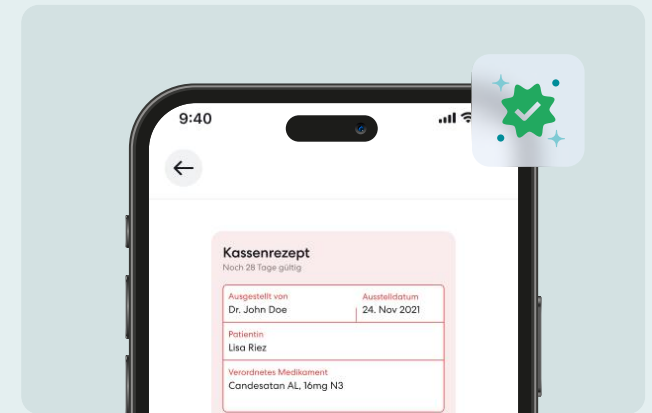
20 months (2023-2025)

Needs & Goals

- Establish a **solid design foundation** to support **scalability**
- Ensure **consistency** and **flexibility** across multiple brands
- **Improve workflow** efficiency and cross-team collaboration

Role

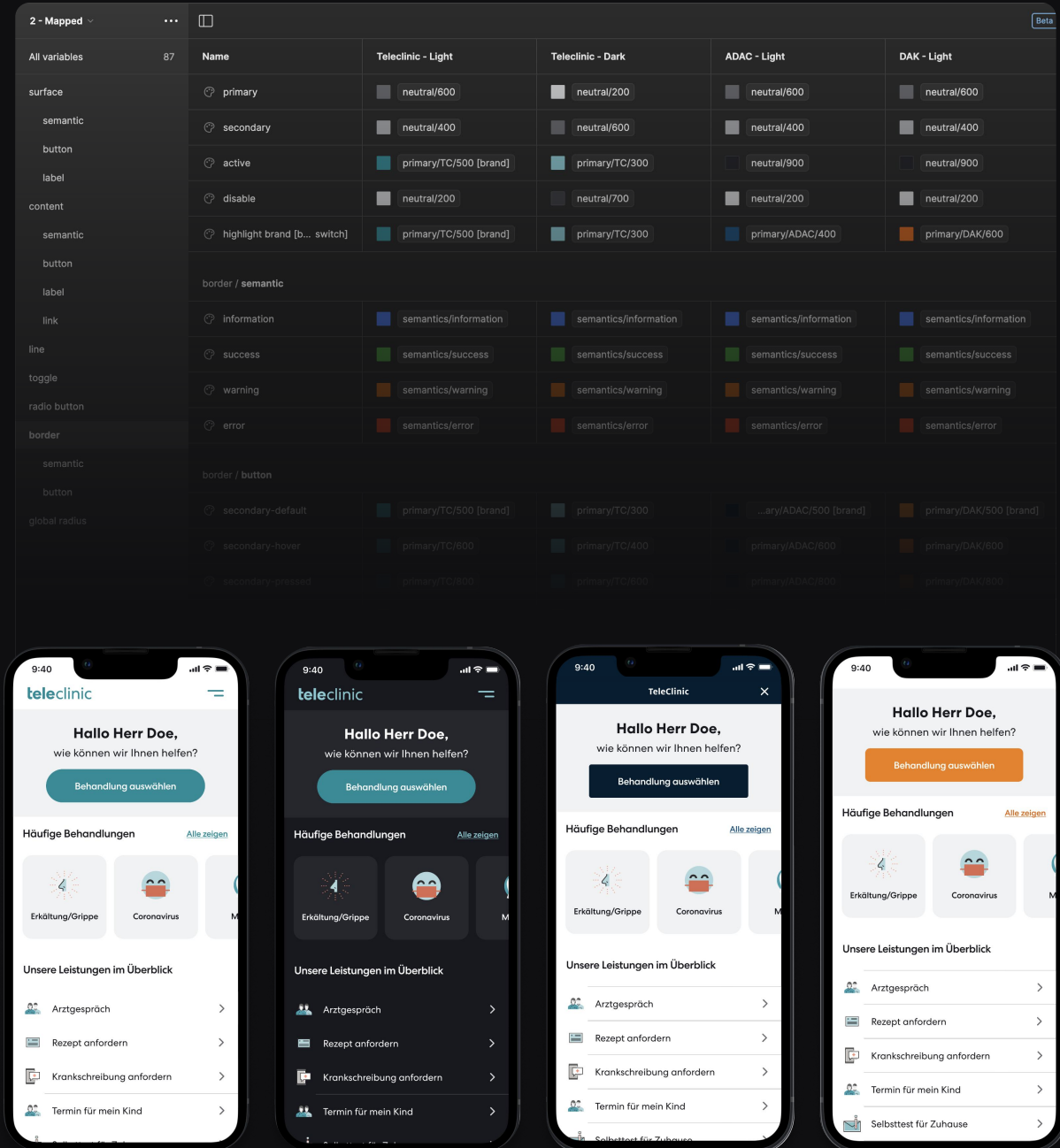
- Product designer - Design system & Ops, between the Patient Growth and Patient Partnerships teams





Approach & Work

- Audited and restructured Figma to build **solid design foundations**
- Designed a **token-based multi-brand system** for 7+ partners
- Automated maintenance and created **end-to-end flows** for partner visibility and onboarding
- **Documented processes** and rituals in Confluence to align Design, Dev, and PMs collaboration



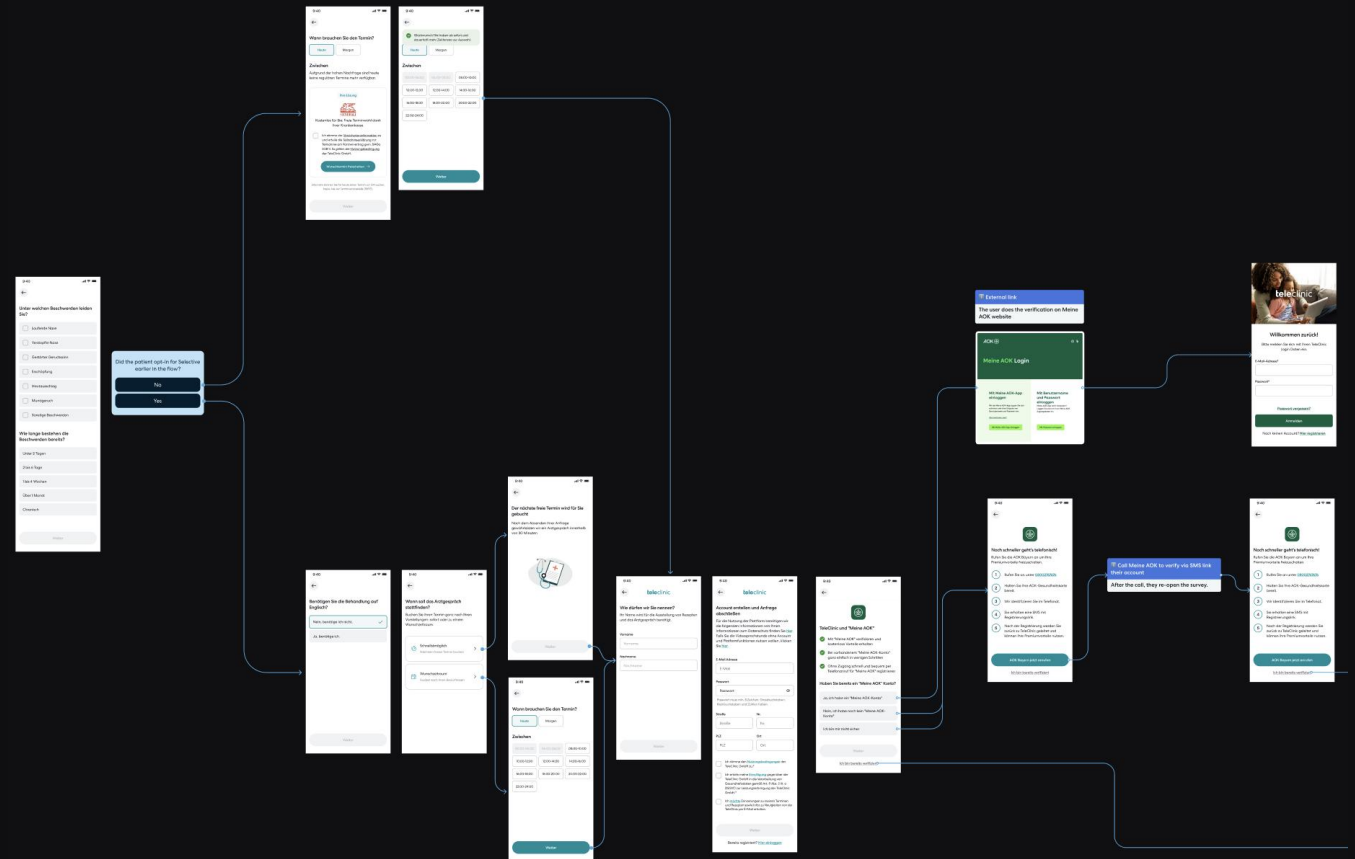


Impact

- **One unified source of truth** across all teams
- Partner onboarding **reduced from several days to 1 day**
- **Improved workflows** between design, developers and PMS

Result

A **scalable, consistent** multi-brand design system that improved **collaboration, delivery speed**, and product **quality** across Teleclinic's growing ecosystem.





Decathlon

With over 2,000 stores worldwide, Decathlon aimed to launch its first **membership program**, a **unified experience** across app, web and desktop, built on the **Vitamin Design System**. We worked on the MVP and future evolutions.

MVP

Design System

App & Web responsive

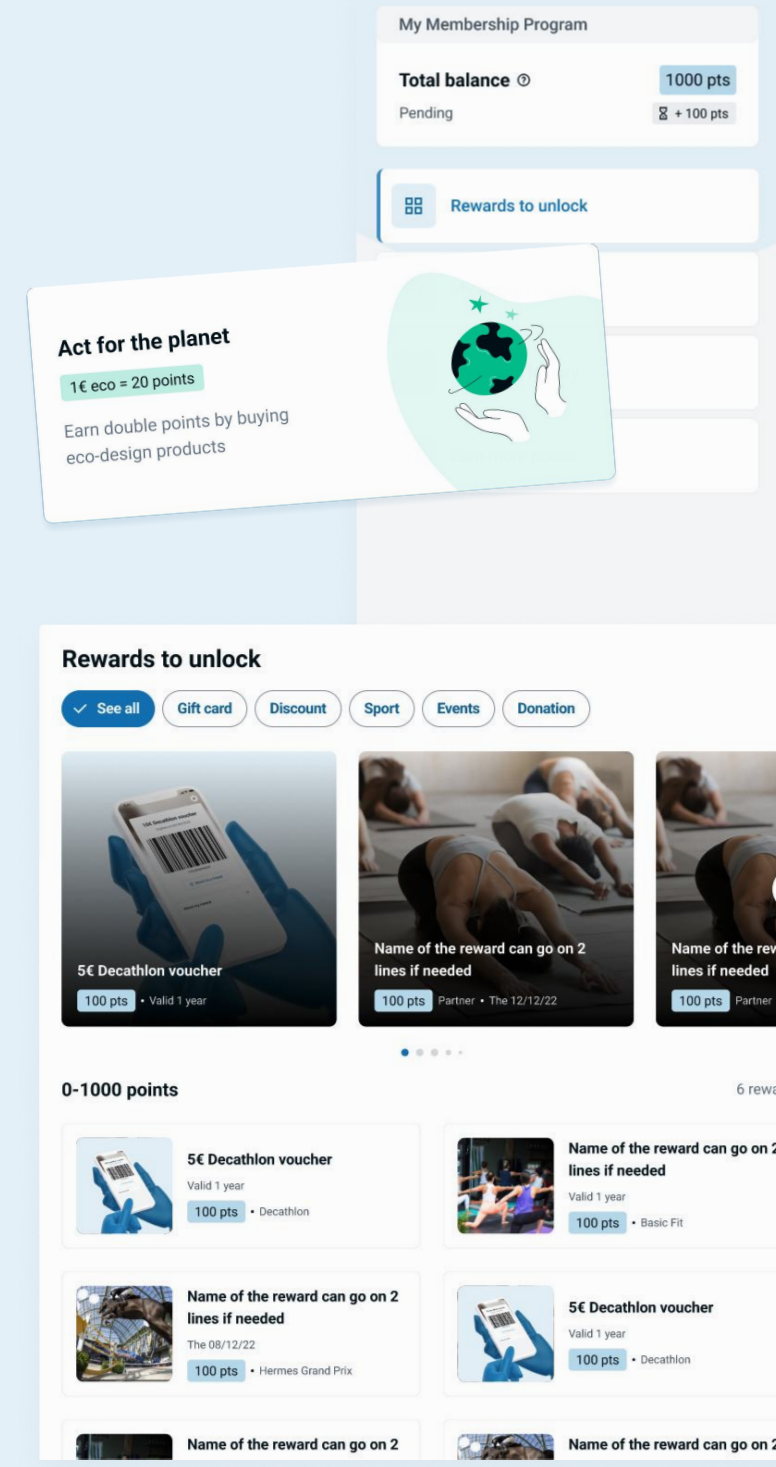
10 months (2022)

Needs & Goals

- Integrate the membership **throughout the full e-commerce flow** (account creation, cart, checkout, vouchers, in-store usage)
- **Ensure scalability** for countries at different maturity levels
- Align Design System and dev teams for **consistent delivery**

Role

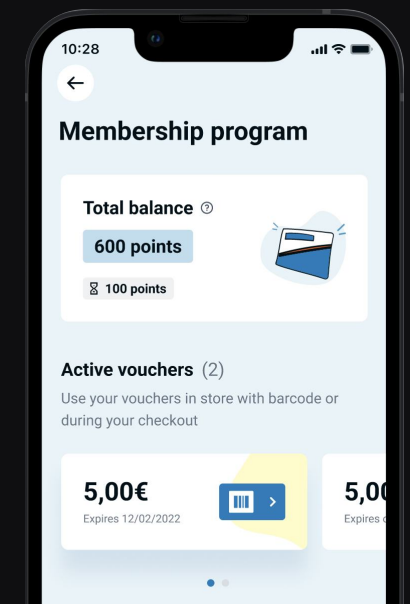
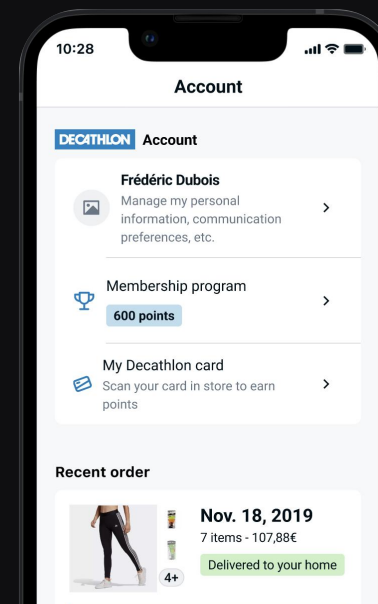
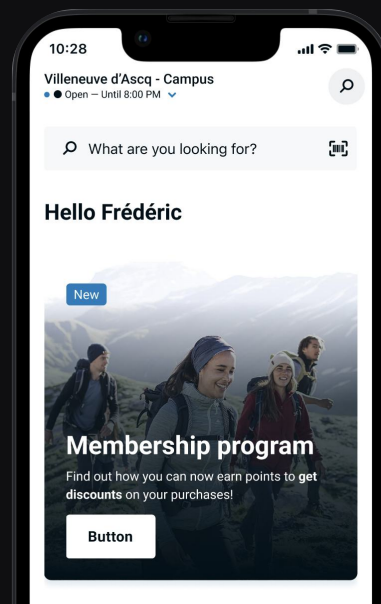
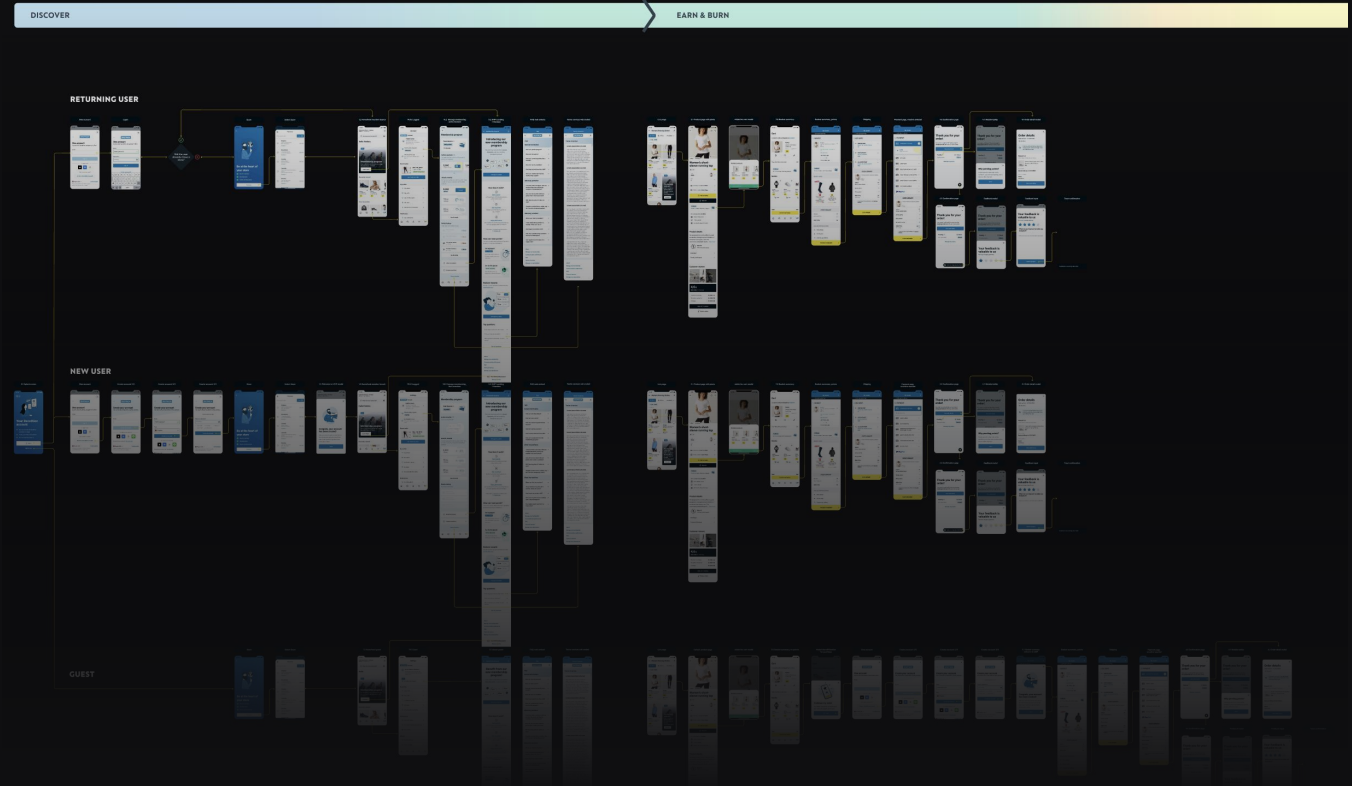
- Product designer, in a team of 5 designers





Approach & Work

- Designed screens for all **end-to-end user flows** across digital and in-store touchpoints
- Defined **scalable components** and **logic patterns** (rewards, vouchers, points...)
- **Implemented branches** and master files for parallel development (MVP, V1, V1+)
- Created and documented components, integrated into the **Vitamin Design System**



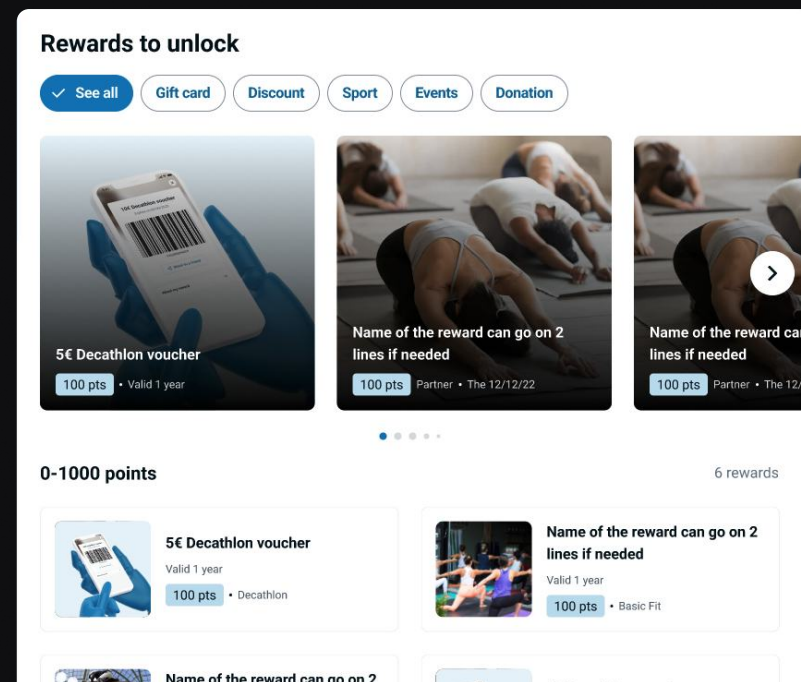
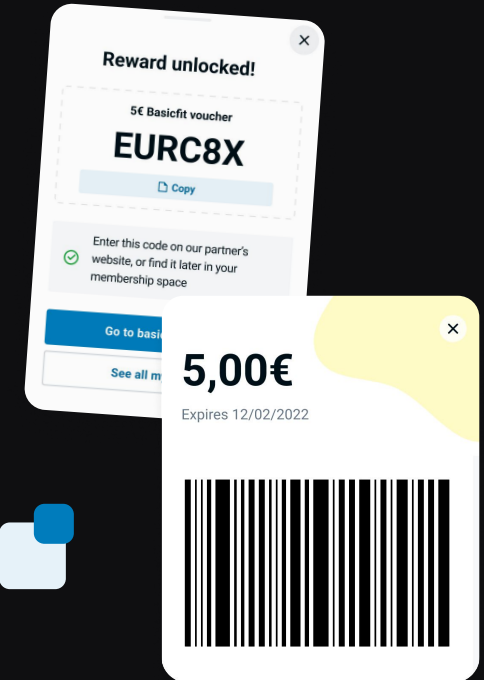
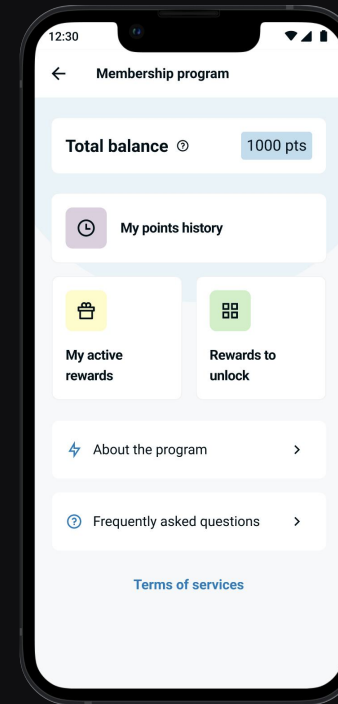
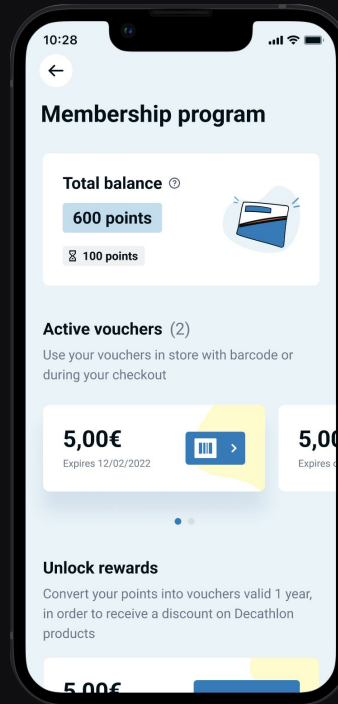


Impact

- **A unified membership** experience deployed across app, web, and in-store platforms
- **Scalable components** adopted by all product teams
- **A shared vision** across several countries

Result

A **unified** membership experience for millions of users, supported by a **scalable, documented** design system and smooth **multi-team collaboration**.





Mon Ami Poto

Design of the **full MVP** for a fintech e-money platform supporting donations to NGOs, with **flows** and **UI patterns** adapted to financial compliance and **security requirements**.

MVP

App & Web responsive

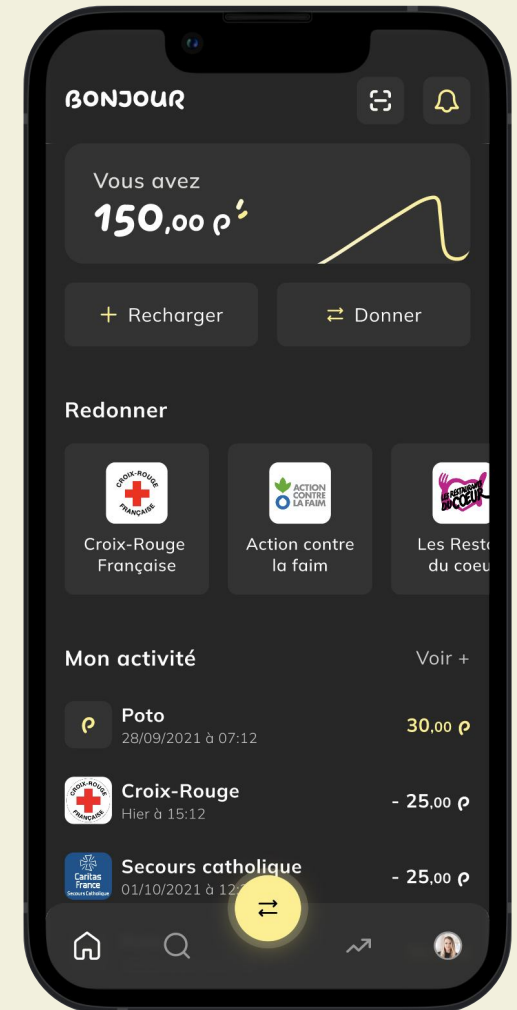
4 months (2021)

Needs & Goals

- Translate a complex financial model into a **simple user experience**
- Build a clear donation and transparency system
- Deliver a **functional MVP** quickly under **technical constraints**

Role

- Only designer on the project





- Designed end-to-end flows for **secured account creation**, **donation**, and **transaction tracking**
- **Iterated** fast on onboarding and donation journeys through multiple feedback loops
- Collaborated closely with the founders to align the interface with **blockchain** and **legal requirements**



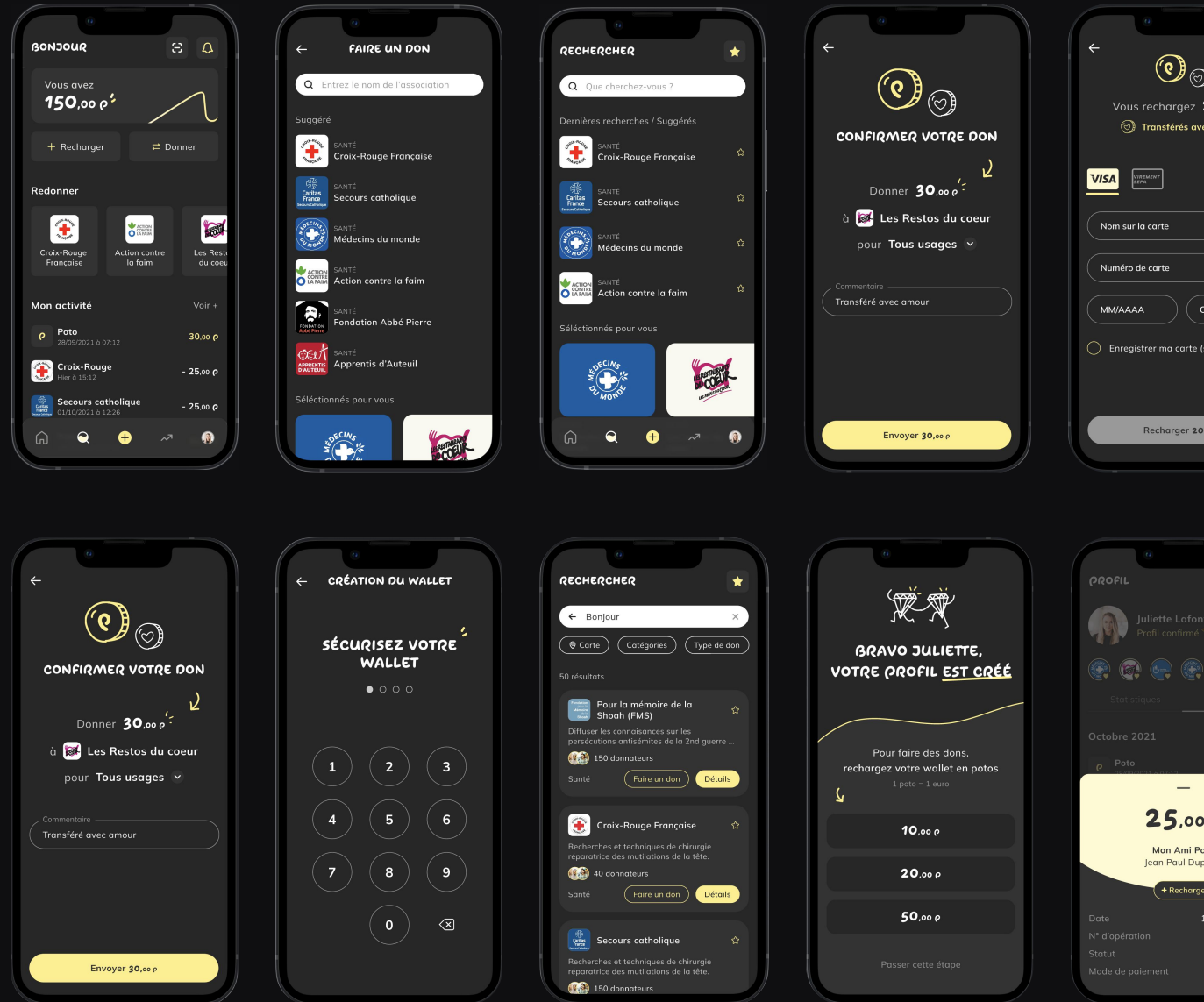


Impact

- A functional MVP enabling users to **recharge, donate,** and **visualize donations**
- **Clarity, accessibility,** and **brand consistency**
- Positioned Mon Ami Poto as a **credible, transparent** and **human-centered fintech** initiative

Result

An MVP that created a **transparent, human-centered** donation experience. Empowering users to give with **trust** and **purpose**.





BeeToGreen

BeeToGreen is a B2B2C platform that allows employees to **buy or lease bikes through their company**.

The first version of the platform was developed **without designers**, resulting in **low conversion** and **unclear UX**.

Audit & workshop

Web responsive

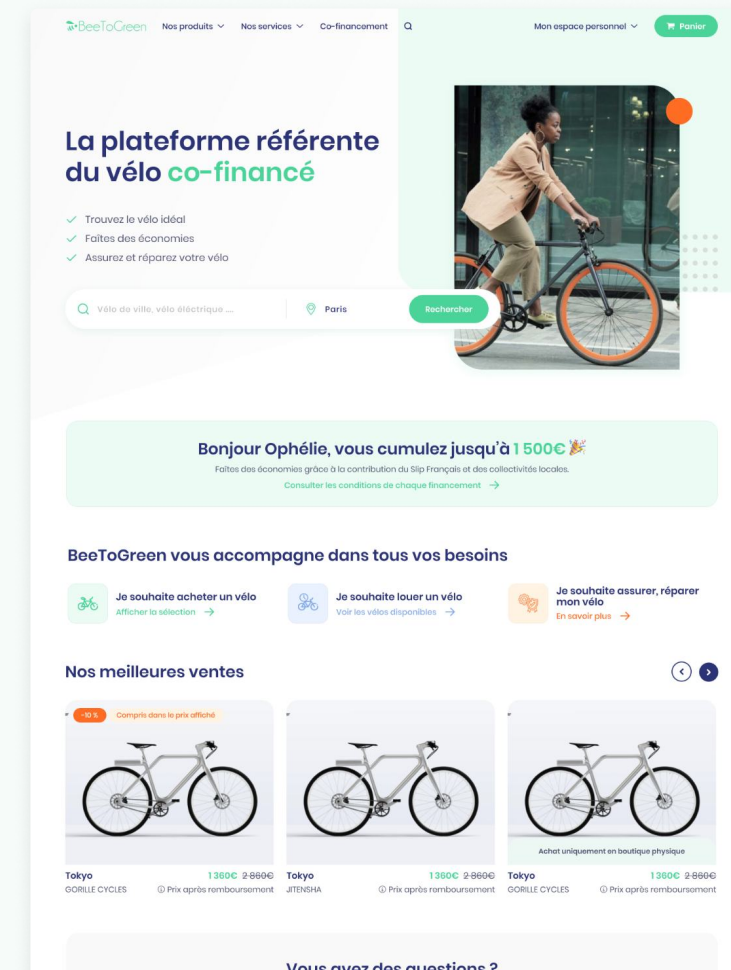
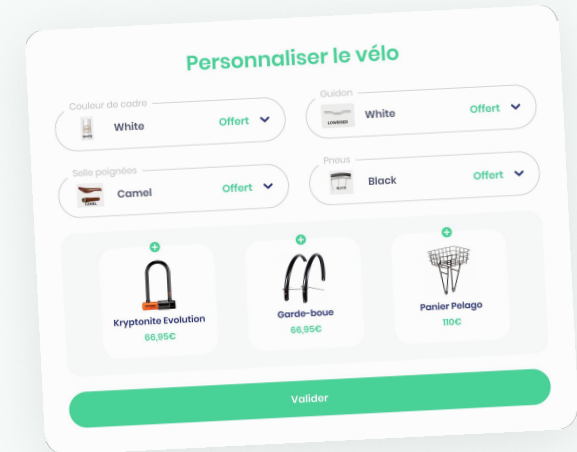
3 months (2021)

Needs & Goals

- Improve user **understanding** of the service
- **Increase conversion rates**
- **Modernize** the visual identity and overall UX

Team

- Only designer on the project





Approach & Work

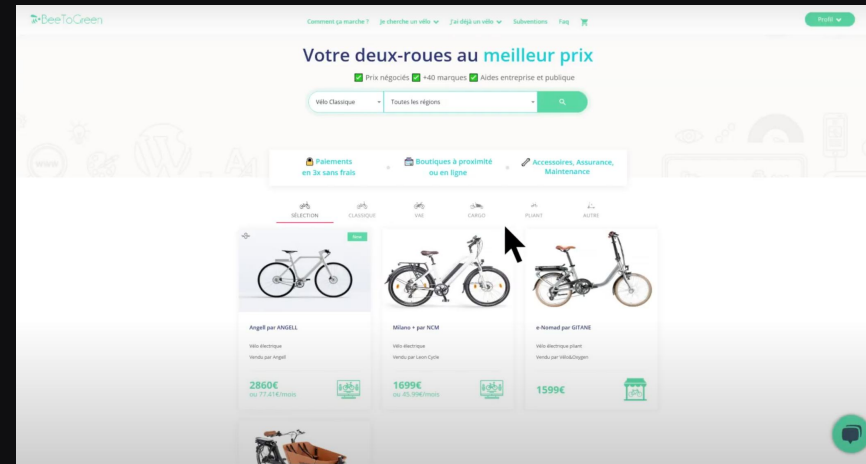
— Facilitated **co-creation workshops** to redefine the needs and user flows

— Prioritized improvements based on **user pain points**

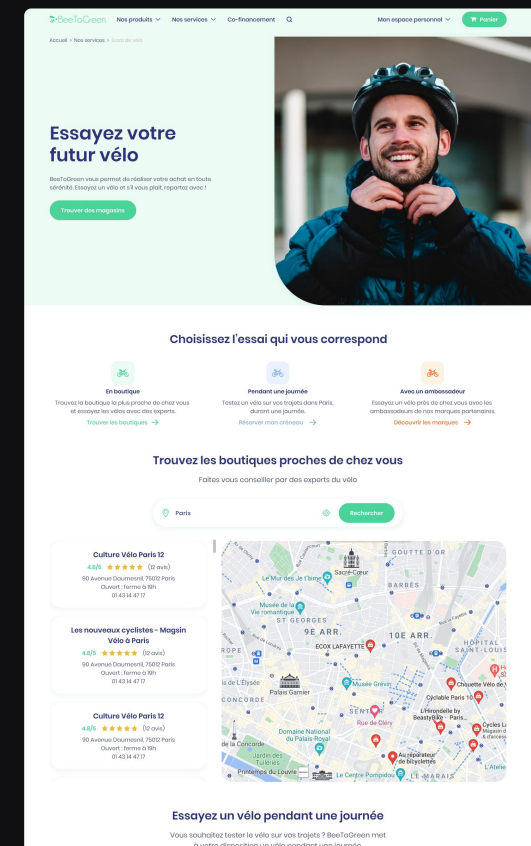
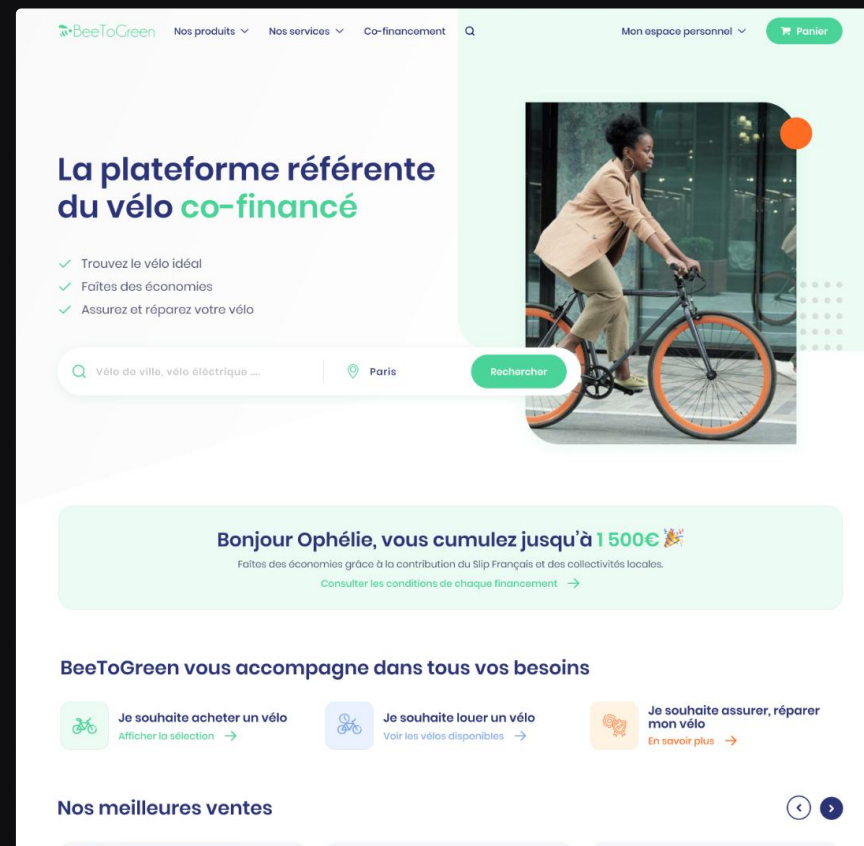
— **Reworked UX flows** and **information architecture** to simplify access to key information

— Full visual overhaul to enhance **trust** and **clarity**

Before



After



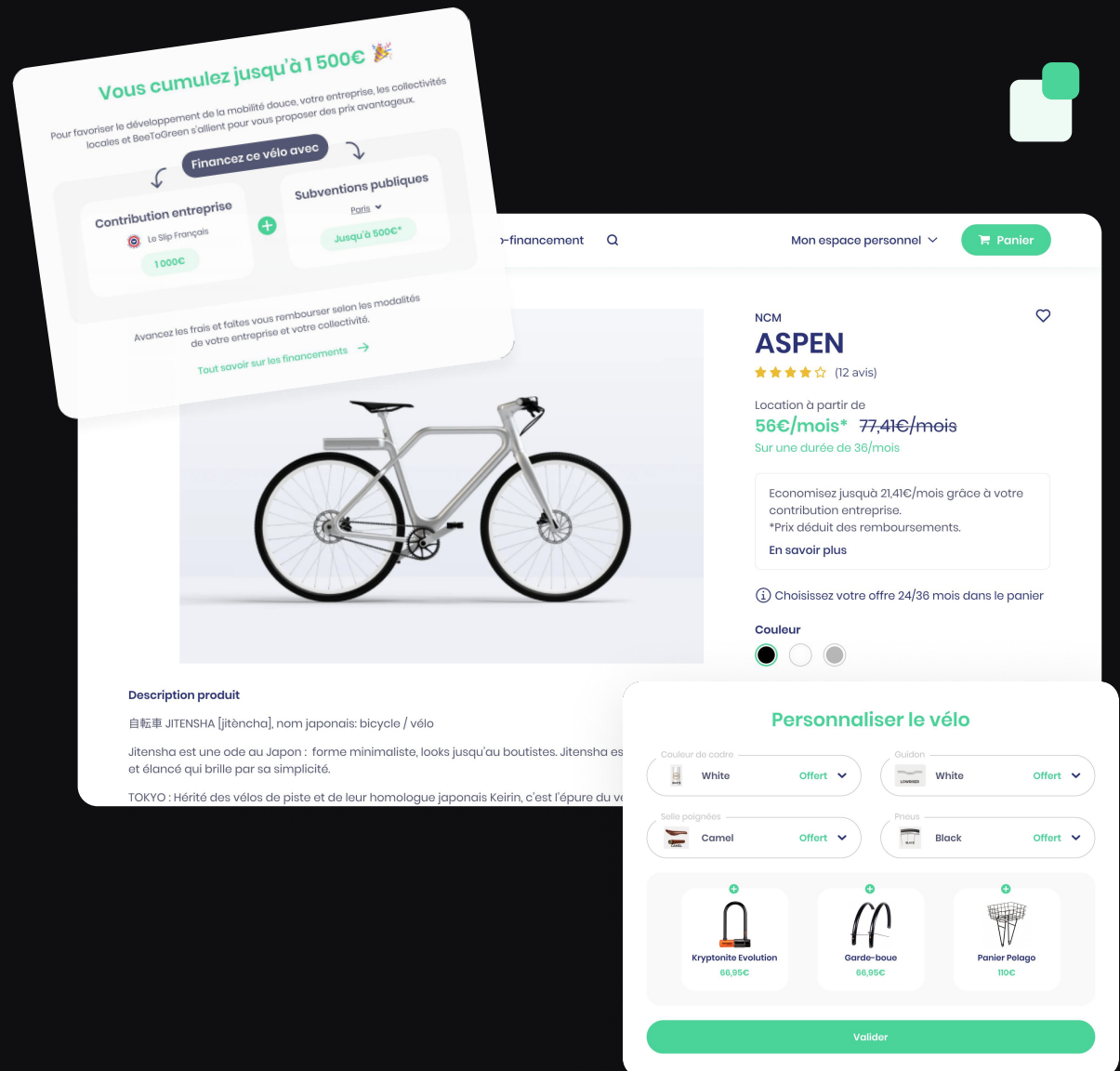


Impact

- Clearer information hierarchy, increasing **user trust** and **engagement**
- Improved **navigation** and **purchase completion rate**
- **Stronger brand perception** through a modernized interface

Result

A redesign that improved **understanding**, **conversions**, and **usability**, delivering a clear and attractive product.





And also

Design Mentoring & Teaching

at LISAA Graphisme Paris & Intuitlab Paris (Applied Art Schools)

- Led interface design and design system workshops for Master's students in Digital Art Direction.
- Mentored diploma projects and acted as lead instructor for 2 classes



Let's work together

If you're looking for an expert in Design Systems and Figma,
I'd love to support you and help your team collaborate more effectively.

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teleclinic

DECATHLON

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POPO

INVISIBLE COLLECTION