



Léonore Baquiast

➤ Product Designer Freelance

➤ Figma Guru

➤ Design system & processes specialist





Hi, bonjour

I'm Léonore, a french freelance Product Designer based in Berlin. I help startups improve their design processes to level up their products and KPIs. At the same time, I make users' lives easier.

I work hand in hand with your product team and developers to create the best user experience. My expertise ranges from defining user flows to handoff to engineers prototyped and testable mockups ✨



Call me for



MVP & New Features

For early-stage startups

Building your product - from scoping to handoff to developers

- Handling all stages of design
- Creation of design system / UI kit
- Working hand in hand with product managers and developers
- QA and handoff



Process design optimisation

For scale-up companies

Helping to level up your product

- Design system maintenance & improvement
- Multi brand management
- Delivery: creating new screens & flows ; taking heed of design and technical constraints
- QA and handoff



01.

Decathlon

#Loyalty Program

MVP & Design Ops

App & Web responsive

02.

Teleclinic

#Health care

Multi brand system

Web app

03.

BeeToGreen

#Bike e-commerce

Audit & workshop

Web responsive

04.

Mon Ami Poto

#Blockchain bank

MVP

App & Web responsive



Decathlon

Design system

App & Web responsive

10 months

The French company has over 2,193 stores in 57 countries. It has a large number of digital products in its ecosystem.

Need : Creation of the Membership program MVP, V1 & V1+ for the application, the website and other products in the ecosystem. Based on Vitamin Design System.

Context: Large-scale project impactig the entire Decathlon product ecosystem, carried out by a team of 5 designers



Challenges



Cross devices

The design had to be integrated in the e-commerce application, in each country's e-commerce website in desktop & mobile, as well as in all others products in the ecosystem.



Creation of a Design System based on Vitamin to feed the other products



Versioning

Not all countries have the same degree of membership maturity. Therefore, we had to design a system of scalable components, while providing for versioning. We worked simultaneously on the MVP, V1 and V1+.



Use of branches on the DS and different master files



Communication

Many interlocutors and teams to manage, especially internationally, for :

- The collaboration between designers
- The transmission to the tech team
- Discussions with the PM



Setting up a Design Hotline and a bi-weekly with the different PMs



Figma Stack

Each component or screen is declined in version by device: Web Desktop, Web Mobile & App.

Our files are organised by version, containing the use cases of the components.

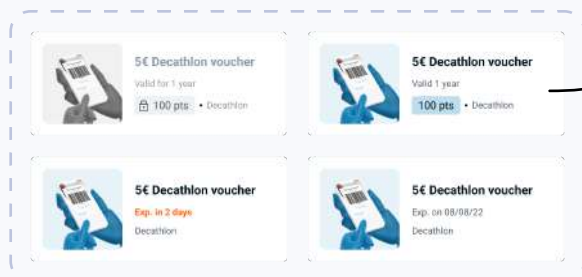
Design system component

Edge case

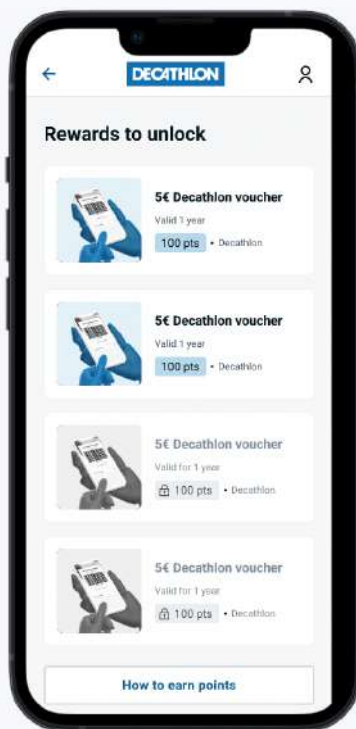


Master file component

Use case

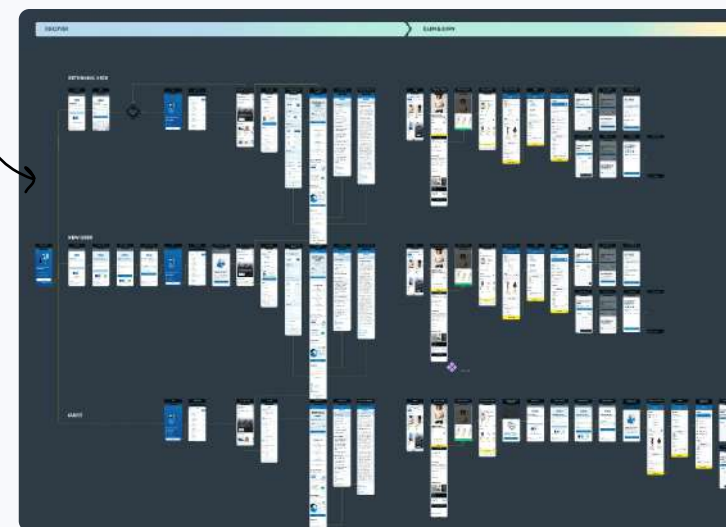


Master screen



User flow

Automatic update





MVP Design

Creation of the MVP during sprints.

Objective: create a product that can be quickly tested by users.

After a few weeks of work, we found inconsistencies. The project would be longer and would include a V1 and a V1+.

+ 200 pts
For this purchase, after being shipped

10:28

←

Membership program

Total balance ⓘ

1000 pts

100 pts

Active vouchers (2)

Use your vouchers in store with barcode or during your checkout

5,00€ Expires 12/02/2022

5,00€ Expires 12/02/2022

Unlock rewards

Convert your points into vouchers valid in order to receive a discount on Decathlon

Change membership program

You are about to switch membership experience

Enter your country

Cancel Go to membership

points to a

-500 pts

500 pts

Pending ⓘ

+500 pts

Vouchers are valid for 1 year after activation, in store and online

Convert into a voucher

Not now



Act for the planet

1€ eco = 20 points

Earn double points by buying eco-design products

5,00€

Expires 12/02/2022

Get equipped

1€ = 10 point

Each euro spent online or in-store* makes you earn one point



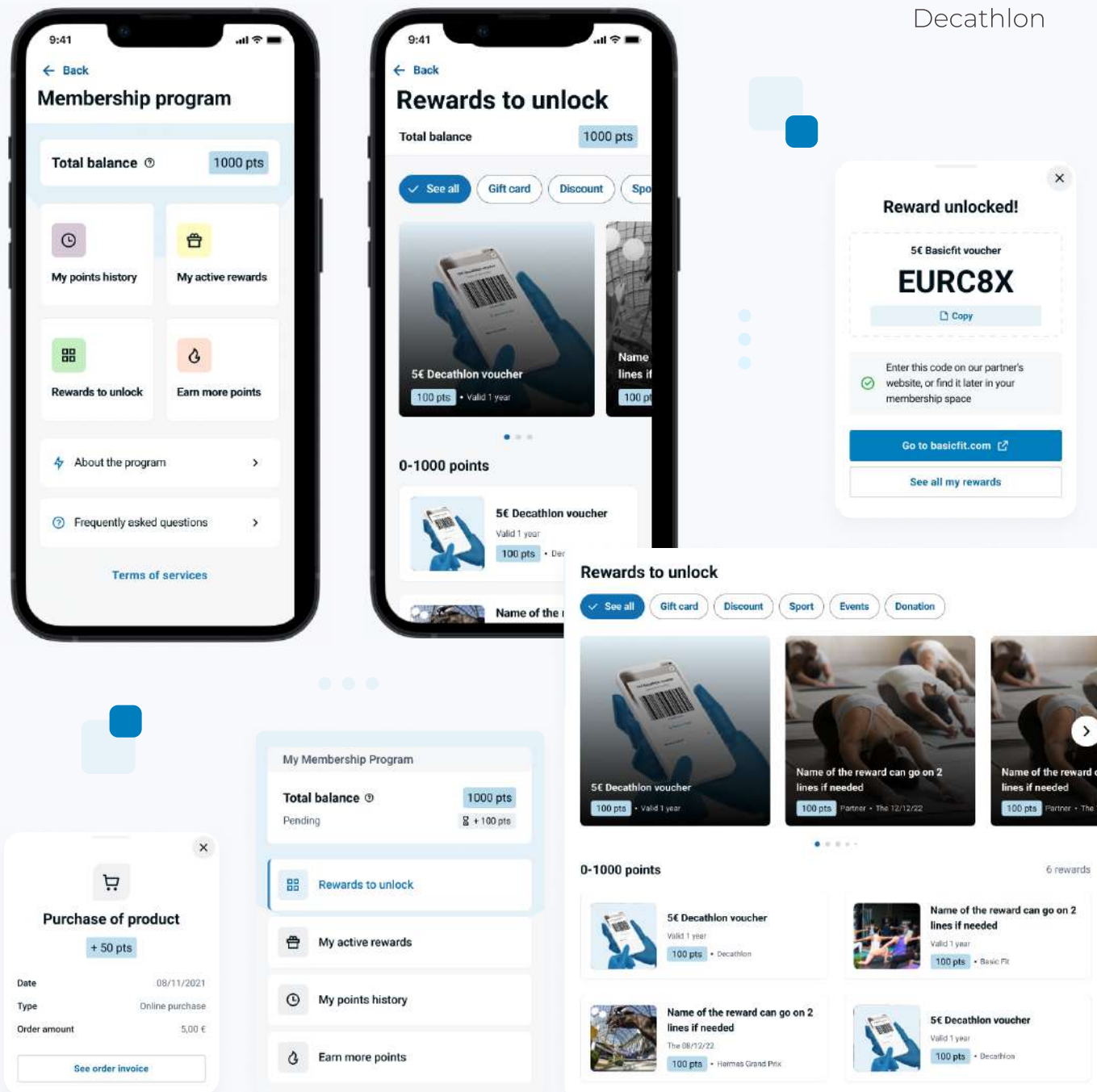
V1 & V1+ Design

With a new vision, new features are added to the MVP.

We created scalable components through a defined roadmap.

Each country would be able to join the program at the level of functionality that suits them.

Portfolio 2024





User tests & Iterations

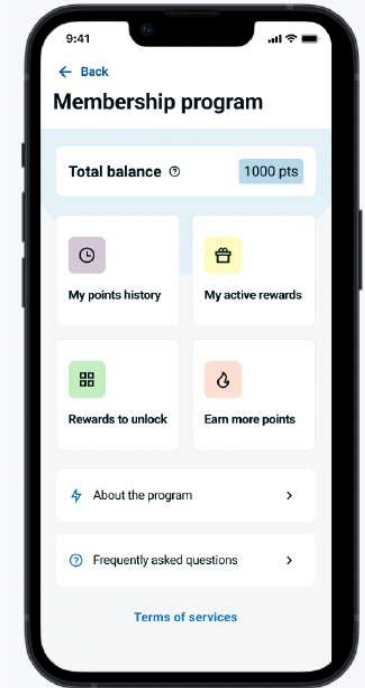
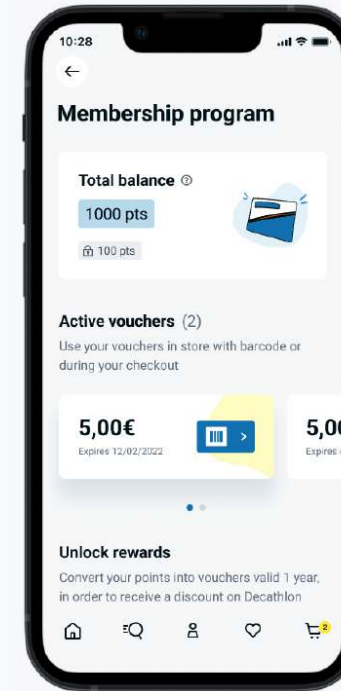
Test phase carried out on the High-Fi mockups of the MVP and wireframe on the V1, serving as a basis for the iteration on the V1 & V1+.

Qualitative tests

Helped us to gather relevant insights in to our designs:

- Lack of scalability on some components
- The home was too complex
- Users had a poor understanding of how the point conversion worked

Decathlon



Example of iteration on the Home Page of the App



Teleclinic

Multi brand system

Web responsive

6 months

Teleclinic is a German company. It enables its users to consult a doctor remotely in a wide range of medical areas.

Need : Setting up the first multi-brand system for white labels



Working on solid foundations

Preliminary steps for the multi-brand project

01.

Design consistency

The different teams are working in silos and do not use a common system.



Creation of a design system with variables color system.
Harmonising screens and setting up Design Hotline for designers.

02.

Screens updates

A large number of screens, duplicated many times in flows with update issues. It was therefore complex to find the source of truth.



Creation of masters screens with instances using in user flows.

03.

Multi brand

On this new clean basis, creation of variables for switching between 3 brands, in dark and light mode, in 1 click.



Evangelising of the new design process.
Test and learn in the use of colors.



Multi-brand Figma Stack

Creation of a common design system for Teleclinic's 3 main teams.

Setting up master screens to allow duplication of screens for partners, while maintaining easy updating. Application of themes on each screens, connected to variables.

Application team

Patient growth team

Doctor Experience team



Core design system

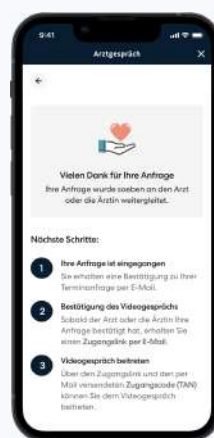
Containing variables for Teleclinic and its partners.

By default, Teleclinic colors are applied to components.

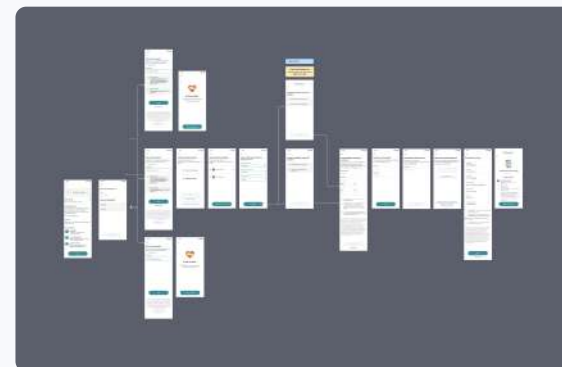
Teleclinic Master screen



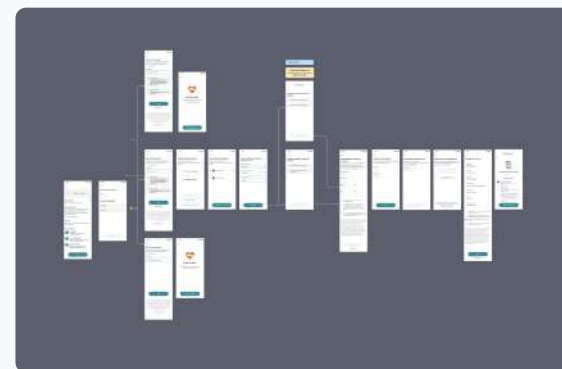
Partner Instance



Teleclinic User flow
Automatic update



Partner User flow
Automatic update





Variables system

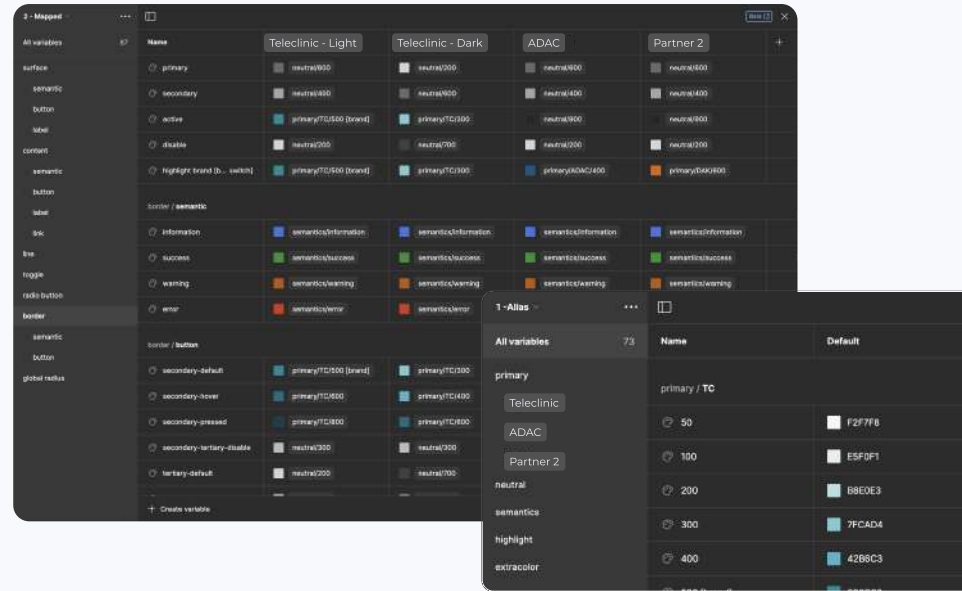
After much research into the best organisation for Teleclinic's variables, we decided to go on a 2 level structure:

- 1. Alias colors
- 2. Mapped colors

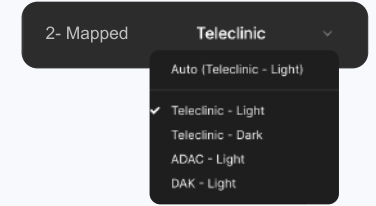
→ The mapped colors are organised from the general to the specific use case.

→ The application of colors can be adapted for each brand, providing flexibility.

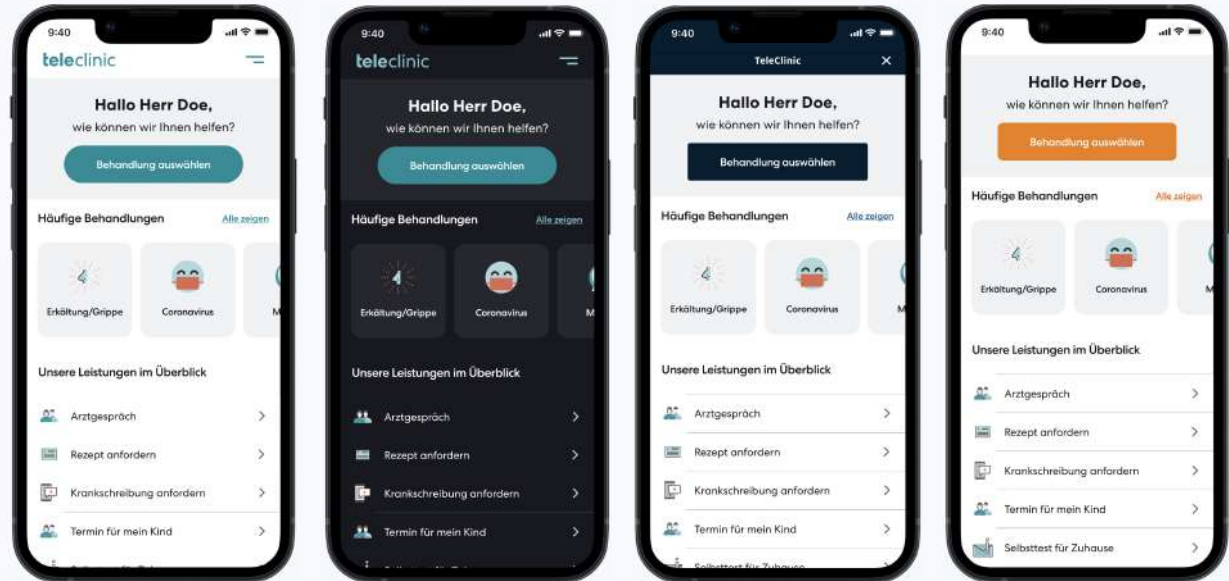
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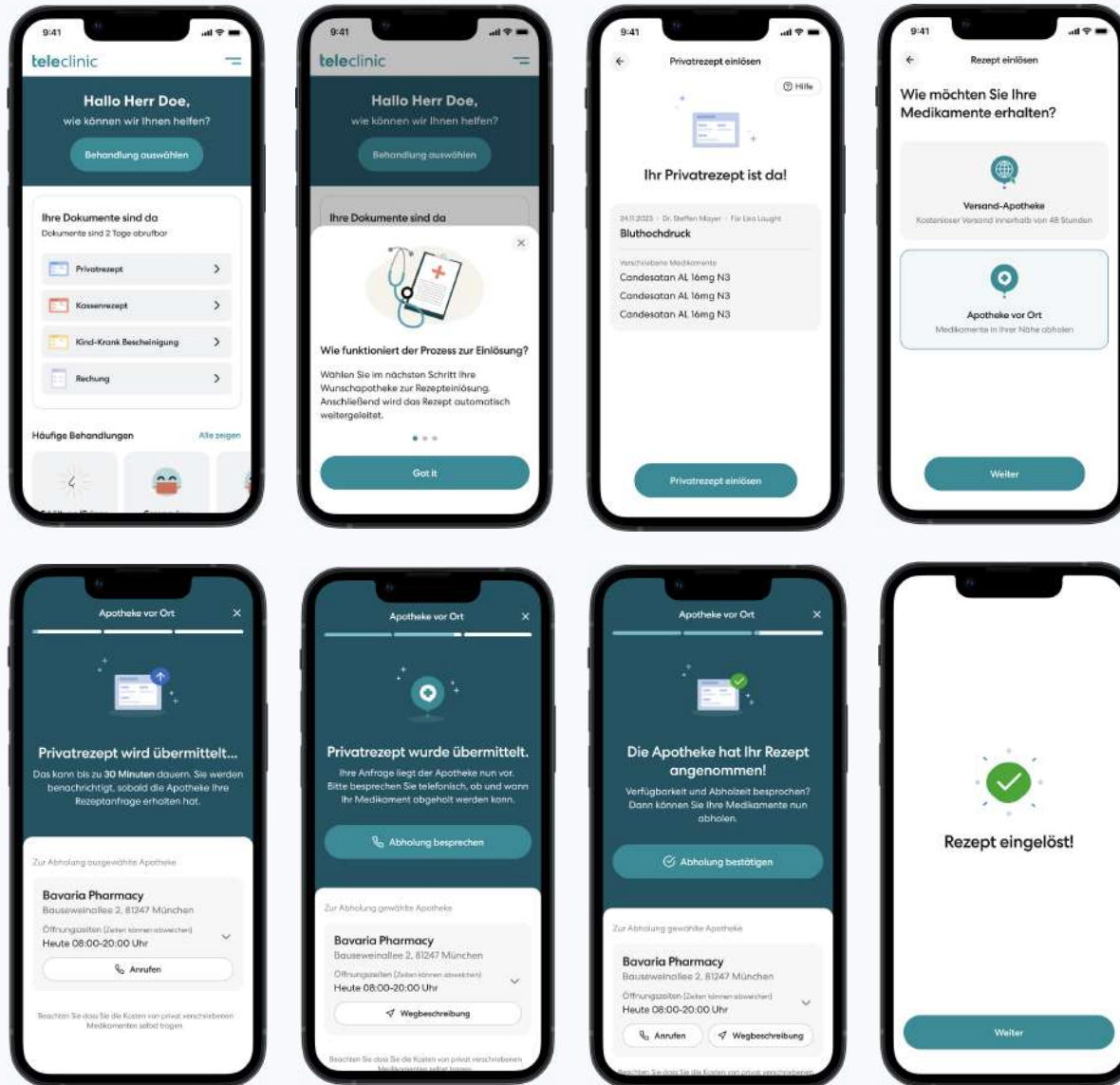


Teleclinic



Switching from one mode to another in 1 click





New flows creation

Work on screens variations and creation of new user flows.

Here you can see the steps taken by users to collect their medicines in a pharmacy.

These screens can change branding in 1 click to adapt to each brand guidelines.



BeeToGreen

Audit & workshop

Web responsive

3 months

BeeToGreen is a platform allowing the purchase of bikes for employees, encouraged by their company. They offer secondary services such as accessory sales, maintenance and insurance.

Need: Increased understanding of the service. Increased conversion rates. Modernised the look & feel.

Context: A low-budget project, whose first version was developed without designers.

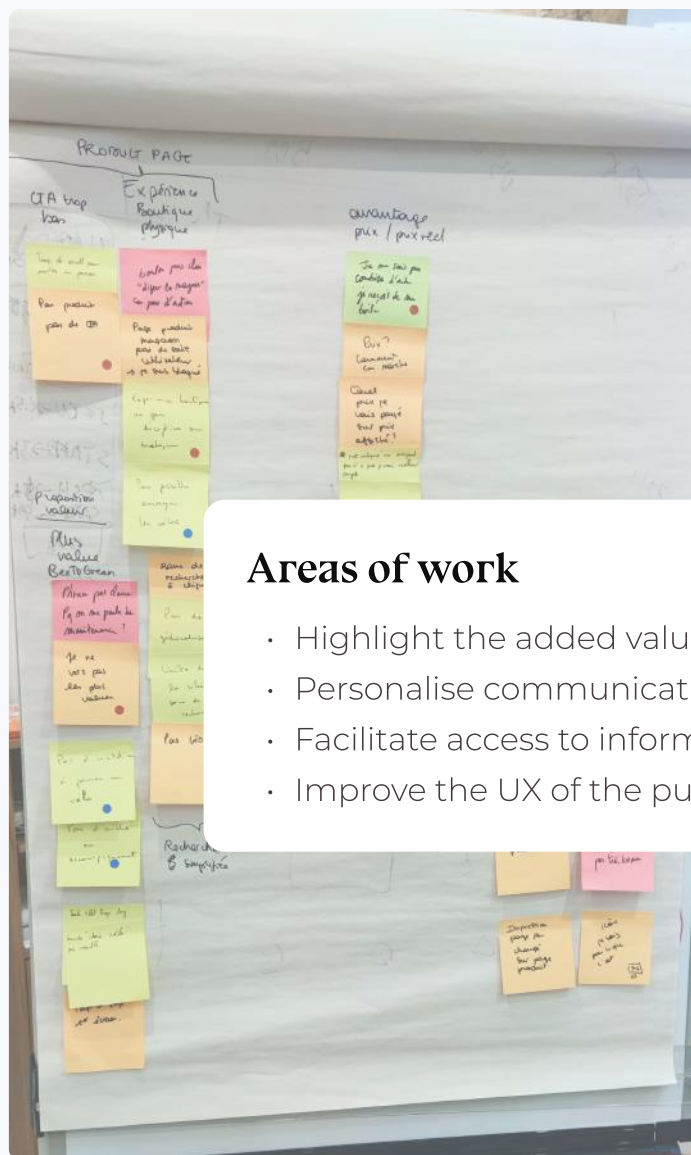


Audit & workshop

Facilitation of Design Thinking workshops at BeeToGreen.

Objectives : Define the offer, how it works, determine the user flows and prioritize the points to be improved.

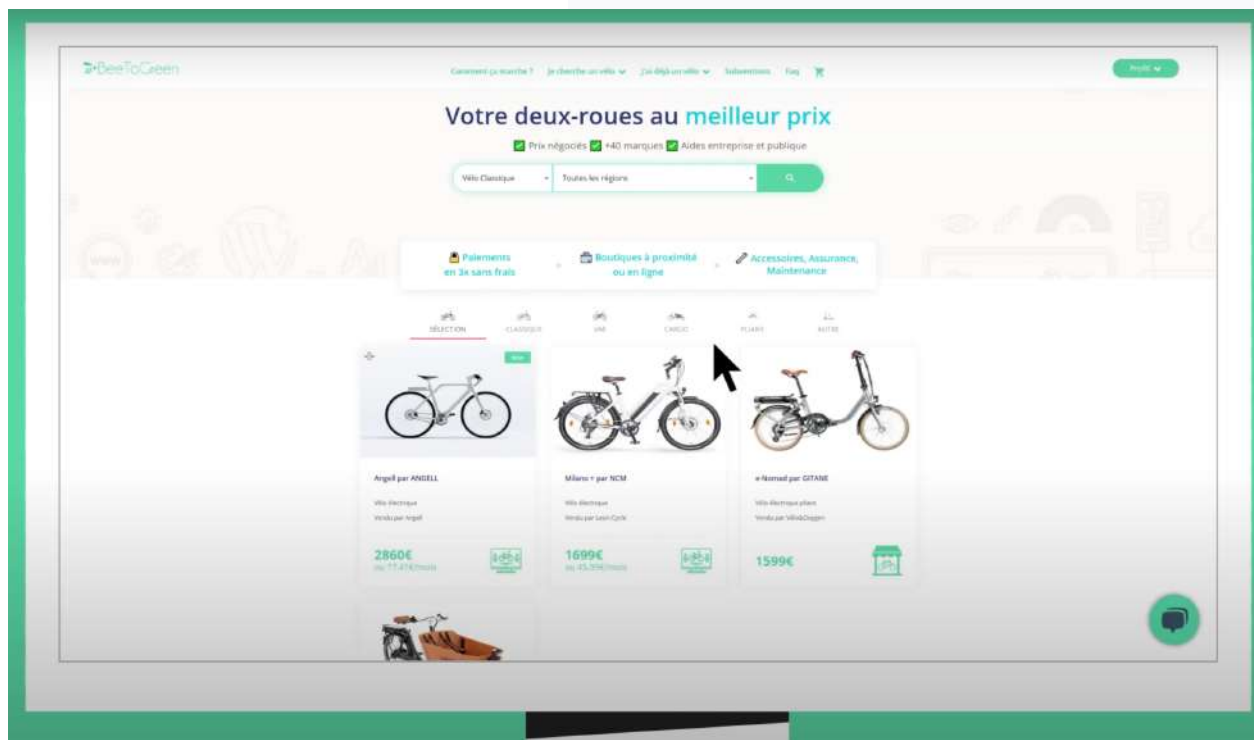
Workshops implemented: Discovery, empathy, design, prioritization, critique.



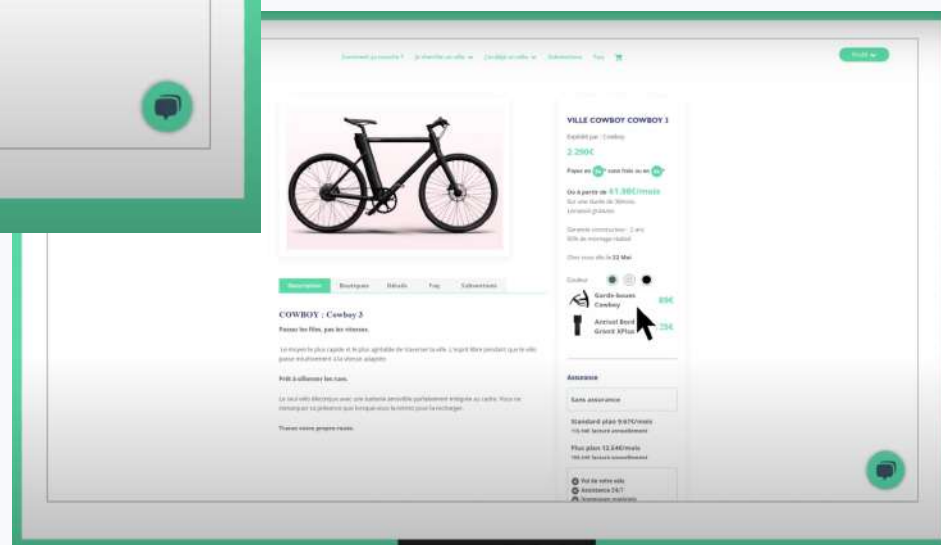
Areas of work

- Highlight the added value of BeeToGreen
- Personalise communication between the user and the brand
- Facilitate access to information on funding
- Improve the UX of the purchase path and product search





Mockups
before





Access to info

Work on facilitating access to information:

- Prioritisation of information
- More direct CTAs
- Creation of annex pages to detail information
- New search bar
- New menu

Portfolio 2024

Essayez votre futur vélo
BeeToGreen vous permet de réaliser votre achat en toute sérénité. Essayez un vélo et si vous aimez, repartez avec !
[Trouver des magasins](#)

La plateforme référente du vélo co-financé
✓ Trouvez le vélo idéal
✓ Faites des économies
✓ Assurez et réparez votre vélo

Essai qui vous correspond
Pendant une journée
Essayez un vélo sur vos trajets dans Paris, durant une journée.
[Réserver mon vélo](#) →

Avec un ambassadeur
Essayez un vélo près de chez vous avec les ambassadeurs de nos marques partenaires.
[Découvrir les marques](#) →

Boutiques proches de chez vous
Conseiller par des experts du vélo
[Rechercher](#)

Bonjour Ophélie, vous cumulez jusqu'à 1500€
Faites des économies grâce à la contribution du Slip Français et des collectivités locales.
[Consulter les conditions de chaque financement](#) →

BeeToGreen vous accompagne dans tous vos besoins

- [Je souhaite acheter un vélo](#)
Afficher la sélection →
- [Je souhaite louer un vélo](#)
Voir les vélos disponibles →
- [Je souhaite assurer, réparer mon vélo](#)
en savoir plus →

Nos meilleures ventes

- Tokyo GORILLE CYCLES 1360€ 2-860€
Prix après remboursement
- Tokyo JITENSHA 1360€ 2-860€
Prix après remboursement
- Tokyo GORILLE CYCLES 1360€ 2-860€
Prix après remboursement

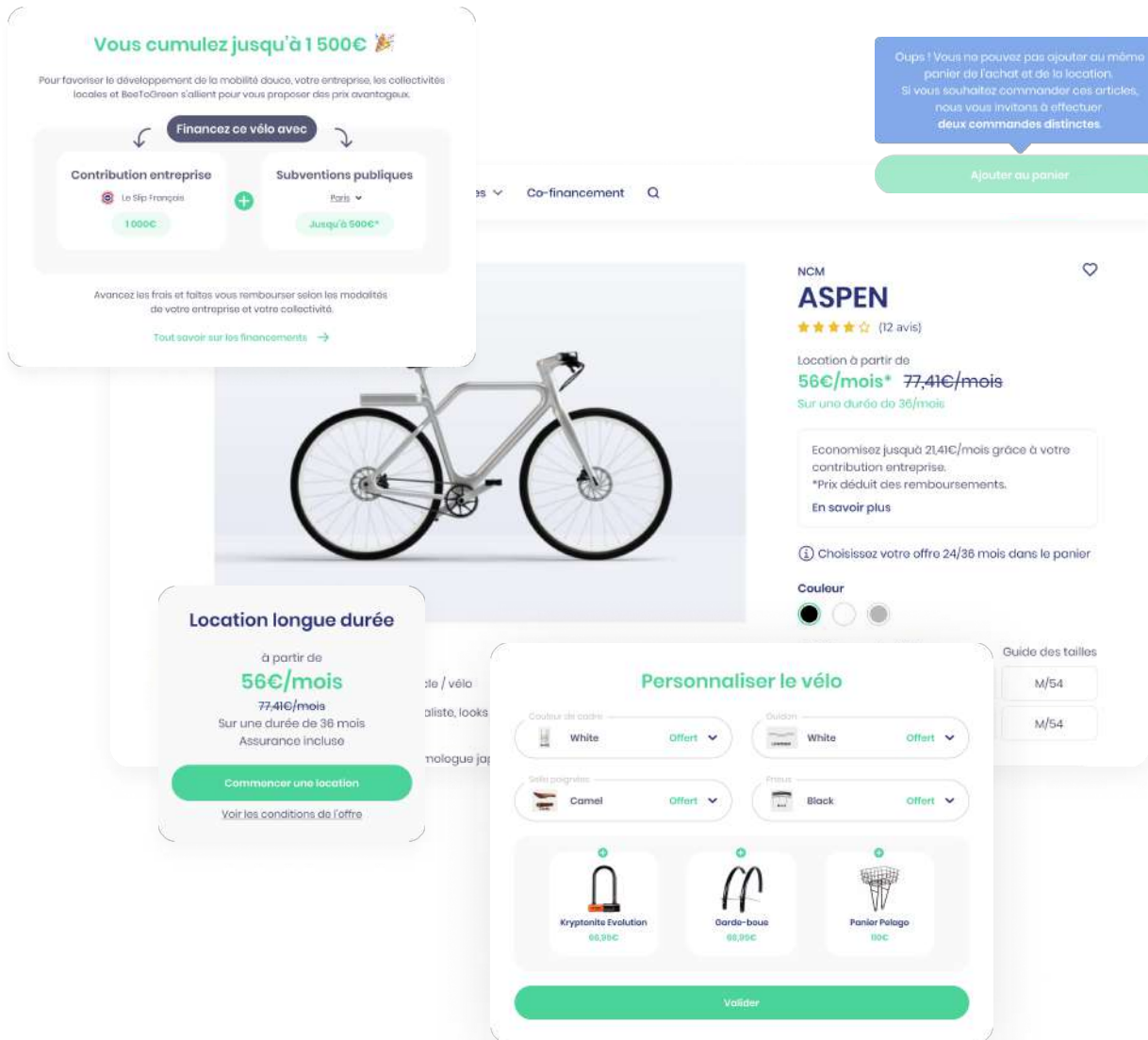
Vous avez des questions ?
Que ce soit pour faire le point sur vos besoins, le choix de votre vélo ou sur vos financements, nous sommes là.
[Contacter notre équipe](#)

Essai de chez vous avec un ambassadeur
Nous vous proposons des essais dans votre ville.

BY. [Prendre rendez-vous](#)

IWEECH [Prendre rendez-vous](#)

Voltaire [Prendre rendez-vous](#)



Purchase flow

A complex product page:

- The price indicated depends on the financing of each person
- Some products can be sold or rented, with or without insurance and maintenance.
- Some can also be customised



- **Prioritisation of information**
- **Pop-up for additional informations and options**



Mon Ami Poto

MVP

App & Web responsive

4 months

Mon Ami Poto is a neo-bank helping associations and the most needy people with its own electronic money.

Need : Creation of the application MVP.
Only designer on the project



Main features

Recharge

Buying "Potos" to top up the account

Search

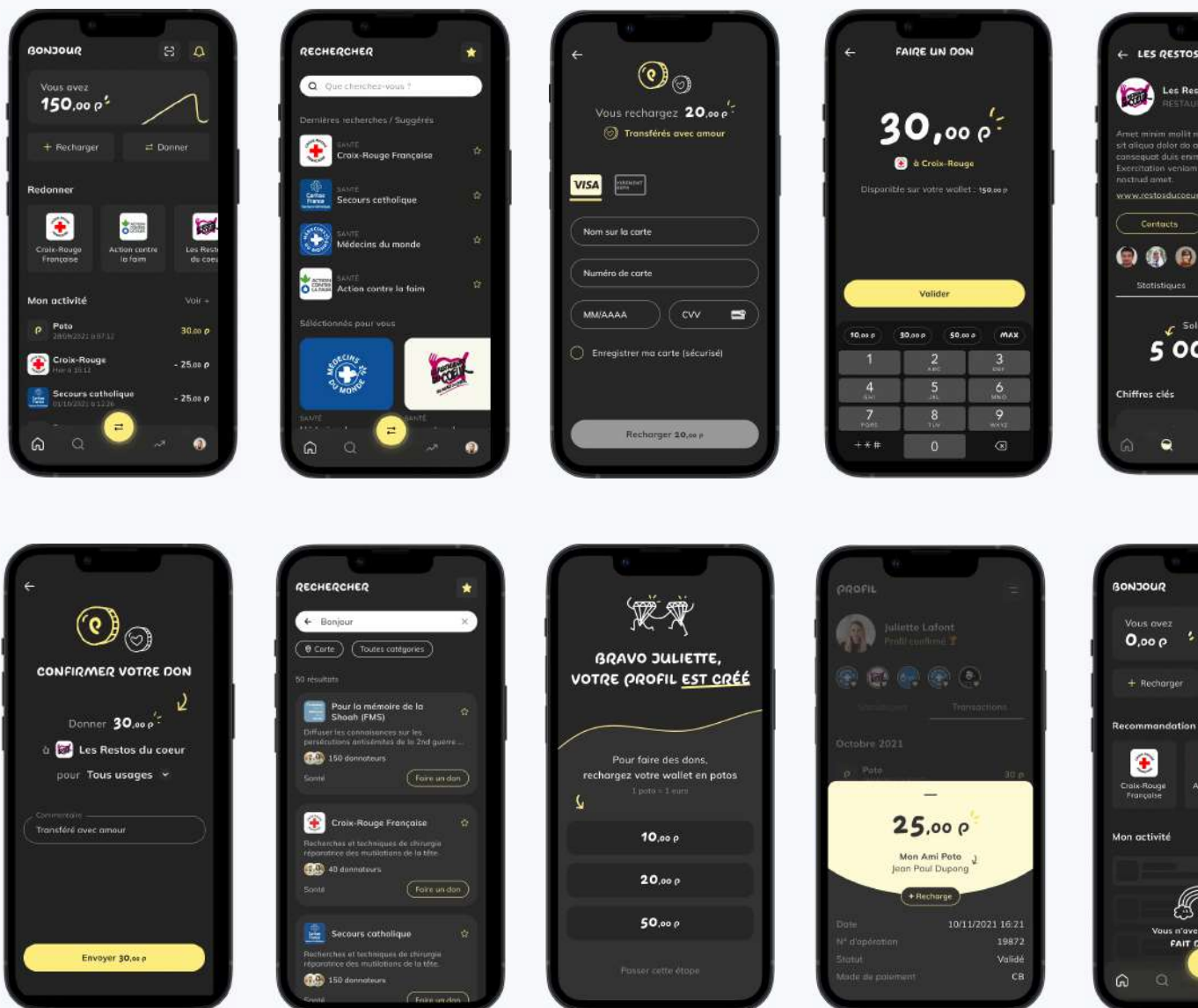
Search for associations to donate to

Recharge

Donate to associations from Poto account

Visualisation

Transparency of each user's actions



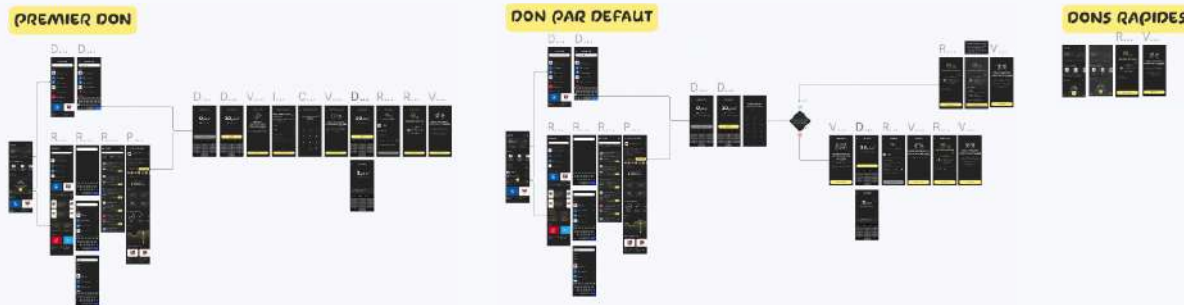


Ideas to screens

Based on the founder's ideas and users insights, creation of user flows for the future application.

Questioning the technical and legal possibilities surrounding this blockchain project. The onboarding was iterated several times, in order to be as quick as possible.

Creation of screens based on an existing eco-designed graphic charter.





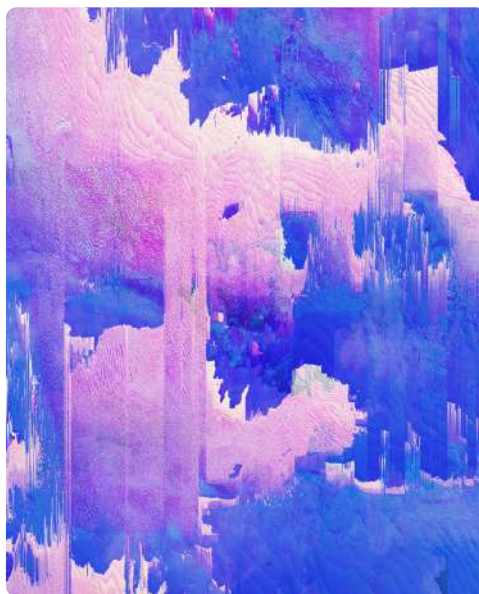
Speaker at LISAA (Applied Art School) for the Digital Art Direction Master section: Interface design workshops, system design, participation in diploma project...



Portfolio 2024

And also ...

Creation & sale of graphic digital art
Using of visuals for cultural associations and music labels.



Little extras

Work with other great clients not mentioned in this book
Saas, application, desktop, e-commerce ...

INVISIBLE COLLECTION

CLOSD

playgrnd*



DECATHLON

BeeToGreen



Let's keep in touch

I would be happy to listen to your needs and
to build sustainable solutions together.



leonore.baquiast.pro@gmail.com