

Yann Crozet

Product Designer

UI, Motion & Art Direction background

Experience

Freelance • Product Designer

2017 - Present, Paris

- UX/UI & Product Design: User research (benchmark, ideation), user journeys, wireframes, and web/mobile interface design.
- Brand & Visual Design: Digital art direction, visual identity, illustration, character design, style frames and motion design.



Studio Hbernum création • UX/UI Designer

2016 - 2017, Montréal

- Designed interfaces and created animated prototypes in After Effects for the iPad version of Disney's *Beauty and the Beast* game.
- Designed wireframes for the mobile version in collaboration with game designers and developers.
- Participated in user testing and analyzed feedback on the game experience.



Adfab • UI Designer | Brand & Visual Designer

2014 - 2015, Paris

- Created and animated digital advertising assets for agency clients.
- Lead Motion Designer, storyboarding, case studies and production coordination.
- Brand & Interactive Design: designed interactive and gamified experiences for brand campaigns and an interactive holiday card.

Freelance • UX/UI | Visual & Interaction Designer

2013 - 2014, Paris



Visiware • UX/UI Designer | Visual Designer

2012 - 2013, Sèvres

- Participated in the design of interfaces and ergonomics, as well as the creation of visual worlds (illustrations, characters, backgrounds, animations, motion design, and 2D FX) for *Le Noël de CANALSAT* app and the games/interactive TV studio.
- Art direction, UI design and animation of interactive promotional mini-games (iPad/TV), in collaboration with partner brands and developers for integration.



Arkedo • Artiste 2D | UI Designer & 2D animator

2011 - 2012, Paris

- Designed interfaces (UI/HUD), illustrated and animated characters, backgrounds, and environments for *Hell Yeah! Wrath of the Dead Rabbit* and *Hell Yeah! Pocket Inferno* published by SEGA.
- Created particles and visual effects using the internal editor.
- Produced communication and promotional assets.



Ubisoft • UX/UI Designer

2009 - 2010, Montpellier

- Researched tree structures and created wireframes in collaboration with game designers and developers.
- Designed and animated user interfaces (UI/HUD)
- Performed texturing and occasionally contributed to concept art

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Skills

Product Design & UX/UI

- User research, needs analysis and market/benchmark studies
- Definition of user flows, personas and wireframes
- UI design, design system and creation of accessible, user-centered interfaces

Brand & Visual Design

- Digital art direction and brand identity design
- Visual design (illustration, character design, style frames)
- Motion design supporting user experience and brand storytelling

Tools

- Product: Figma | Framer
- Design & Motion: Photoshop | Illustrator | InDesign | After Effects | Maxon C4D | Premiere Pro | Lightroom | LottieFiles
- Collaboration: Trello | Notion

Education

FCIL illustration & Multimédia

Corvisart - Paris, 2005 - 2007

High School Diploma in Graphic Communication

L'Initiative - Paris, 2001 - 2005

Languages

French (native)
English (Professional)

Interests

Illustration | Animation | Digital Creation | Video Games