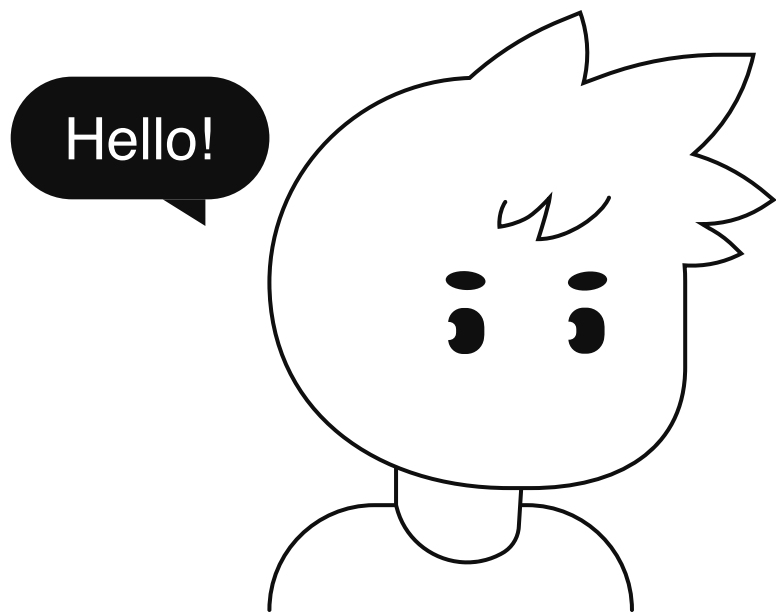




antoine
testemale

- Art Director
- UX/UI Designer

06 17 51 36 63
www.antoine-testemale.com
Colombes, 92700
22/09/1999
antoine.testemale@gmail.com

Experience

- 2022

...

Freelance Art Director, UX & UI Designer, Webflow Integrator

As a freelance designer, I created visual identities, logos, and websites for clients across diverse industries, including 3D animation, consulting, accounting, and energy renovation. I managed projects autonomously, from concept to delivery, adapting to each client's unique needs.
- 2023

2025

BayBridgeDigital Art Director, UX & UI Designer, Webflow Inte

I played a key role in crafting impactful digital experiences and strategic brand identities, with a strong focus on the retail & e-commerce sector. I led the art direction for BayBridgeDigital and its flagship product Bayretail, overseeing the creation of marketing materials and managing the design of two Bayretail applications (Store App & Consumer App). Additionally, I handled the integration and ongoing management of both BayBridgeDigital & Bayretail websites using Webflow, combining technical expertise with a strong sense of design. In addition to my individual contributions, I supervised and guided a team of designers, ensuring the delivery of high-quality work aligned with the overall creative vision and project objectives.

In client projects, I collaborated with renowned retail and lifestyle brands such as agnès b., Le Jacquard Français, IRO, Comptoir des Cotonniers, and Rossignol. I delivered tailored design solutions, creating seamless omnichannel experiences that aligned with the unique identity of each brand. My work consistently merged analytical insight with creative execution, driving results that redefined customer journeys while meeting strategic business goals.
- 2020

2022

Edgard Paris / Edgard L'élégant Art Director

For the French brand 'Edgard Paris, I designed clothing collections for commercial sale, blending style and functionality to meet market expectations. I also revamped the visual identity and website of the men's fashion media platform 'Edgard L'Élégant, ensuring a modern, cohesive brand presence.
- 2020

Kindai Junior Art Director

I designed posts and stories for the social media accounts of major brands such as Ferrero, Innocent, and Moët & Chandon, ensuring engaging content aligned with their brand identity. I also contributed to the creative development process during pitch phases, crafting innovative concepts tailored to client needs and objectives.

Skills

- Strategic & data-driven vision
- Collaborative project management
- Developing modular design systems for scalable interfaces
- Crafting brand guidelines for cohesive visual identities
- Trends and market monitoring
- Developing high-fidelity prototypes
- Conducting design audits to improve usability
- Flexibility in accommodating client needs
- Proficient in English with regular communication and collaboration with international teams

Tools

- Figma

Webflow
- Photoshop

After Effects
- Illustrator

Sheets
- Jira

Scholarship

- LISAA

Mastère Art Direction & UX
LISAA Paris (2022)
RNCP Level 7 Title
Art Director
- IIM

Bachelor Design & Creation
IIM, La Défense (2020)
RNCP Level 6 Title
Digital Project Manager