

Gaëtan Simonpieri

Staff & Lead Product Designer - Creative Director

Remote

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[LinkedIn](#)

[Portfolio / LP](#)

Summary

Senior Staff & Product Designer with 16+ years of experience bridging product strategy and creativity. Proven expertise in scaling design systems, leading cross-functional teams, and building high-impact digital products for startups, corporates, and institutions.

Work Experience

Founder & Creative Director - Five Frames Studio

2017 – 2025

- Built and led a creative studio from the ground up, managing a permanent team of 7 designers.
- Delivered 200+ projects across UX/UI, product design, motion design, and branding for international brands (Redbull, Renault, Etam, AXA, Gamers Origin, etc.).
- Drove full creative process from concept to final delivery, including design strategy, prototyping, and production.
- Negotiated and managed client relationships, ensuring high satisfaction and long-term contracts.

Mentor – La FrenchTech

2021 – 2025

- Coached early-stage startups on MVP definition, product strategy, and scalable design systems.

Co-Founder – LCDS (Coaching School)

2022 – Present

- Co-created and scaled a holistic coaching school, automating operations and digital learning experiences.
- Designed the brand identity, UX of online platforms, and digital marketing funnel.
- Reached +200 students, generating recurring revenue through a fully digital ecosystem.

Freelance Digital Designer

2013 – 2017

- Provided web design, product design, graphic design, and motion design services for startups and mid-sized companies.
- Developed strong expertise in cross-disciplinary design combining visuals, interactivity, and storytelling.
- Built reputation as a trusted creative partner, leading to repeat clients and referrals.

Audio Engineer (Bachelor's Internship / Early Career)

2011 – 2013

- Completed a Bachelor in Sound Engineering and Sound Design (SAE Institute Paris).
- Worked on music production and post-production, mixing, and mastering projects with independent artists and small studios.

3D Design Studies – Objectif 3D

2010 – 2011

- Bachelor in 3D Design.
- Built strong foundation in digital creation, modeling, and visual storytelling.

Core Skills

Product Design

UX strategy, MVP scoping, conversion optimization

UX/UI Systems

Design systems, tokens, dev handoff (Figma, Zeroheight)

Creative Direction

Branding, storytelling, campaigns

Motion & Interaction

UI motion, 2D/3D animation, video production

Leadership & Mentoring

Team management, FrenchTech mentor

Tools

Figma, AE, DaVinci, Notion, Zeroheight, etc.

Extras

Language

English (fluent) – French (Native)