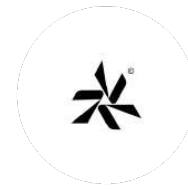


Thomas Le Corre



Tel - (+33)06.38.40.91.74

Email - hi@lecorre.design

Portfolio - www.lecorre.design (password: *forthewin*)

Social - [Linkedin](#) / [Behance](#) / [Instagram](#)

Profile - Design Leader with 15+ Years of Experience in Digital Design, UX/UI, Creative and Art Direction, Branding, and Pragmatic AI Innovation for Ambitious Top-Tier Companies. Inspiring and Empathetic Team Player with a Business-Oriented Approach, a Growth Mindset, and Proven Expertise in Design Leadership.

Results-driven, relentlessly practical and hands-on, Thomas is “Creative Dynamo” (their words, not mine) who thrives in chaos, discomfort, and the kind of challenges that make others reconsider their career choices. Masters the art of soft power and empathy to lead teams, earning respect while keeping just enough mystery to stay unpredictable. Adaptable, collaborative, and committed to success, with a problem-solving approach that prioritizes improvement and innovation.

Languages - French (Native Speaker), English (Fluent)

Location - Paris & La Rochelle, France. Open to worldwide relocation based on offer.

Work Preferences - Office 100%, Remote 100%, Hybrid

Work Experience

Salesforce - Strategic Innovation Designer, Business Manager, Financial Services (2023 - Now)

- Joined the Financial Services/Fintech team at Salesforce Ignite, contributing to groundbreaking initiatives in open finance, AI agent development (individual, collaborative, and leadership levels), the future of wealth management, personal assistants, branch banking, succession planning, and the impact of Web3, Crypto, and Blockchain technologies on the future of money.
- Key Achievements: Played a pivotal role in growing Salesforce's Financial Services business by delivering optimal design solutions that secured the renewal of Annual Contract Values (ACV) with three major industry players, achieving renewals exceeding \$8M, \$10M, and \$14M, respectively.

Salesforce - Strategic Innovation Designer, Business Manager, Cross-Industry (2022 - 2023)

- Part of Salesforce Ignite, an elite investment team dedicated to helping Salesforce's largest and most ambitious customers accelerate digital transformation and innovation to unlock new business value. Collaborated with clients across diverse industries, including Automotive, Transportation, Energy, Media, Retail, Consumer Goods, Life Sciences, Pharmaceuticals, Travel, and the Public Sector.
- Key Achievement: Successfully secured a €7M contract by delivering a robust design solution for a new digital platform (MVP) for one of the world's largest OEMs, showcasing the strategic value of design in driving business growth.

Deezer - Global Art Director Brand, Editorial & Product (2019 - 2021)

- Led Deezer's Brand, Editorial, and Product design teams, overseeing a global group of 20+ professionals, including product and brand designers, motion artists, art directors, and copywriters.
- Established and maintained the overarching Art Direction for all creative outputs, ensuring consistency across in-house projects, external agencies, and partnerships.
- Fostered effective communication and collaboration among teams, streamlining idea sharing, process alignment, and asset management.
- Spearheaded comprehensive branding initiatives, including print, digital, out-of-home (OOH) campaigns, video productions, original playlist and podcast designs, and social media content, driving impactful and cohesive brand experiences.
- Key Achievement: Played a key role in driving a 20% increase in Monthly Active Users (from 10M to 12M over two years) through strategic design initiatives, targeted marketing campaigns, and impactful event creation, contributing to sustained user engagement and growth.

Deezer - Senior Product Designer (2019)

- Led a comprehensive overhaul of the Deezer Music Streaming App across mobile and desktop/web platforms, delivering a significantly improved user experience and brand consistency.
- Restructured the app's sitemap to enhance navigation and overall UX.
- Introduced new font sets, implemented Dark Mode, and spearheaded a redesign of the company logo.
- Key Achievements: Redesigned over 3,000 playlist covers within a unified design system, improving service clarity. Monitored and improved user engagement metrics following the redesign through analytics, user testing and social media feedback.

EF Education First - Worldwide Digital Art Director (2018-2019)

- Created, developed and maintained a comprehensive Design System Library to ensure scalability and consistency across EF's digital products worldwide.
- Continuously updated digital assets and design guidelines, maintaining brand consistency across products in Europe, North America, and Asia.
- Led the design and development of a mobile application for parents to monitor their children's academic progress, tailored for key markets in China, Russia, and Indonesia.
- Designed and implemented a user-friendly online booking engine for Finnish users, enabling seamless trip customization, booking, and purchasing
- Key Achievement: Achieved +10% adoption rates in targeted regional markets for the mobile application and +5% for the booking engine.

EF Education First - Lead Digital Designer (2013-2018)

- Assumed responsibility for the creation of digital assets and guidelines for all EF products.
- Led the online rebranding initiative for Hult International Business School.
- Oversaw the rebranding of Central Language's core pages, including "About," "Careers," "Why EF," and "Blog," along with multiple international digital campaigns.
- Key Achievement: Achieved a 8% increase in traffic to the Global EF Product pages.

Kahuna Webstudio - Associate, Art Director (2012-2013)

- Co-founder and Art Director of an agency specialized in cultural events.

Like Interactive, M6 Group - Front-End Developer, Junior Brand & Digital Designer (2011-2013)

- Developed apps and embedded Facebook Games for Companies, using HTML, CSS and Javascript
- Designed and developed marketing material like banners, newsletters and marketing emails

Education

Efficom - Business, HR, Design - Bachelor Digital Design & Front-End Development - Graduated, Excellent: 18/20

- Identified a client's graphic design needs, Develop a visual strategy for print and digital graphics
- Executed the print and digital graphic design project
- Presented and deliver the completed print and digital graphic design project
- Trained hard on software (Photoshop, Illustrator, InDesign, Sketch, Dreamweaver, Flash) and Code (HTML, CSS, JS, PHP)

AMTV Communication School - Bachelor Degree - Graduated

- Developed creative skills through traditional drawing, painting and Print + Web softwares (CorelDRAW, PS, Flash, 3DSMax)
- Built a full Magazine from scratch, including Branding, articles, topics, layouts, copywriting and final presentation to a jury

Skills

Hard Skills - UX/UI mastery, customer experience, interaction and motion, business strategy, AI use cases, rapid prototyping, branding

Behavioral Skills - Design leadership, fostering team growth, strategic innovation, critical thinking, user empathy, data-driven, trustworthy team player

Tools - Figma, Framer, Jitter, ChatGPT, Things3, Perplexity, LeonardoAI, Keynote, Photoshop, Lightroom, Illustrator, InDesign, Obsidian, After Effects, Penpot, Storm (Stanford), Notebook LM

Customers

Financial Services & Insurance - Abrdn, Allianz, Aviva, Banco Bradesco, Barclays, BPI Grupo, Caixa Bank, Cofidis, CommBank, Credit Agricole, Caisse d'Épargne, DWS, Deutsche Bank, HSBC, Ledger, Lloyds, Rabobank

Retail & Customer Goods - Auchan, Boulanger, Carrefour, Decathlon, Diageo, FNAC, Hermès, Laure de Sagazan, Leroy Merlin, Pimkie, Verbaudet

Manufacturing, Automotive & Energy - BASF, Centrica, MAN, Mercedes Benz, Stellantis, Volvo

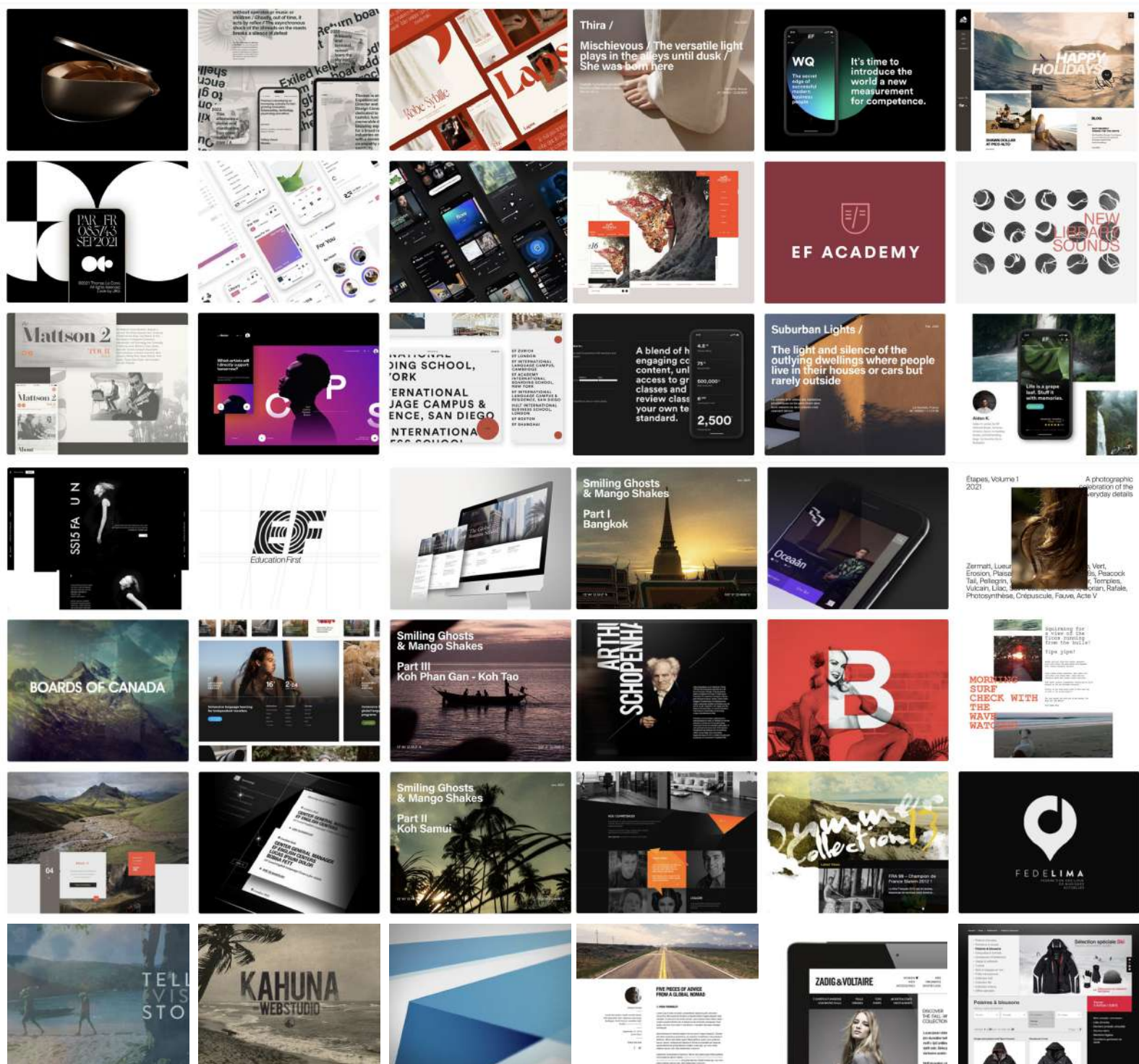
Services, SaaS - Deezer, EF Education First, Salesforce

Interests & Volunteering

Interests - Travel, photography, ocean, swimming, music (alternative, shoegaze, electronic, post-rock, ambient music), typography, podcasts, PKM, art, architecture, libraries, early mornings, Interior design, science fiction, walks in nature, discovering new cultures, zen buddhism, street and natural photography, writing haiku, psychology (profile: Assertive Advocate (INFJ-A), Diplomat, Confident Individualist, Introvert, Intuitive)

Volunteering - Active volunteer with the Surfrider Foundation's Ocean Initiatives program, dedicated to addressing marine plastic pollution

I'm looking forward to talking to you.



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