

Maria Flaqué

SENIOR PRODUCT DESIGNER

PROFILE

Senior Product Designer and founding designer, I design digital products end to end, from UX framing to production, including design systems, user testing and coordination with tech and product teams. My scope sometimes extends beyond digital: I have also designed physical devices, from interior ergonomics to graphic finishing. I integrate AI and code prototyping into my daily workflows to speed up design, research and handoffs. My background in art direction and branding lets me combine product vision, visual consistency and execution efficiency.

PROFESSIONAL EXPERIENCE

Senior Product Designer · Founding Designer

Jun 2022 – Present

Hocoia · Paris

- End-to-end ownership of UX/UI for two healthcare apps (HocoApp, HocoVisio), from discovery to production: over 7,000 registered users.
- Built and maintained the shared design system (Figma to React/Electron): ecosystem scalability and consistency.
- Design-dev coordination across two teams (internal and external): specs, component reviews, UI integration follow-up.
- Set up and ran user testing, analysed results and iterated continuously on critical journeys: 98% satisfaction (4.86/5) and 99.5% recommendation across 575 respondents.
- UX design of mobile medical devices (Mammobus, Médicobus): user research, patient flows, interior ergonomics, accessibility, exterior livery and graphic wrapping, from 2D/3D mockup to production.
- Created marketing & social media assets, the website, communication materials for consultations and POS displays (trade-show stands, brochures).
- Integrated AI (Claude Code, Figma Make, ChatGPT) into workflows: accelerated prototyping, UI variants, research synthesis, handoff automation.

UX/UI Designer · Art Director

Jan 2021 – Jun 2022

Freelance · Paris

- Agence Herezie : internal Chanel website (prize game for beauty advisors) and Interbev campaign (POS, web, print).
- Agence Dagobert : print and digital Sumup campaign (France, Italy, Spain).
- Agence Zorba : print brochures and catalogues for Essilor/Crizal.
- Frog (Capgemini) : wireframes for the BNP Paribas trading app.
- Ironhack graduation project • operator interface for a 3D baggage scanner for Thales: user research, information architecture, GUI.

Graphic Designer · Print, Web, Video

Jan 2019 – Jul 2020

Agence Steve · Paris

- Advertising, corporate charters and full brand books • Peugeot Motorcycles (E-Ludix launch: print, web, POS; EICMA 2019 booth).
- Print & web: catalogues and mini-sites (La Halle), posters, window POS, email mockups (Sergent Major), photo retouching (Bonobo).
- UX/UI, development and management of the agency website on WordPress.
- Social media & print content (La Halle sales campaigns), motion design for social media and DOOH (Adopt), newsletters and web applications.

Communication Officer / Graphic Designer

Sep 2016 – Feb 2018

Institut des Amériques · Sorbonne Nouvelle · Vanves

- Redesign of print materials (white paper, posters, programmes) and management of the Drupal website.
- Video production, newsletters and social media. Coordination of providers and interns.

Graphic Designer · Art Director

Jan 2012 – Dec 2018

Freelance · Paris & French Guiana

- Long-term partnership with a strategic client in French Guiana, opening access to a broad network of brands. Art direction, illustration, print, POS, press ads, web, photo retouching, institutional: Préfecture de Guyane, Min. of Employment, Heineken, La Poste, Sol Petroleum, Izac.
- Mass-retail catalogues • Super U / Hyper U via Agence Highco Shopper.

Earlier experience

2009 – 2011

- Graphic Designer • Pied de Biche (2011): HEC, Armani, Berlitz.
- Art Director Assistant • Tagaro DDB (2010): Club Med, Accor, Peugeot, Total, Fédération Française de Football.
- Art Director Assistant • Gyro (2009): Panasonic, ARTE France, Auchan Telecom, Brittany Ferries.

BRANDS I WORKED WITH

Hocoia · Chanel · Peugeot Motorcycles · Thales · BNP Paribas · Essilor · Heineken · Club Med · Armani · La Halle · La Poste · Sumup · Total · Accor · Sergent Major · *and many more*

CONTACT

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LANGUAGES

French	Native
English	Bilingual
Spanish	Bilingual
Japanese	Intermediate

CORE SKILLS

Product Design · Design System · Design Tokens · Component Creation · Prototyping in Code · UX Design · UI Design · Interaction Design · Information Architecture · User Research · Usability Testing · User Journey Mapping · A/B Testing · Accessibility (WCAG) · Design Thinking · DesignOps · Design Leadership · Product Discovery · Art Direction · Visual Identity · Branding · Motion Design

TOOLS & TECHNOLOGIES

- Design
- Figma, Figma Motion, Figma Draw, FigJam, Penpot, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Affinity Designer, Spline
- Dev & Code
- Claude Code, Ollama, HTML / CSS, Webflow, Framer, Astro, Vercel, WordPress, HubSpot, Brevo
- Generative AI
- Figma Make, Claude, Claude Design, Pomelli, Nano Banana, ChatGPT, Gemini, Qwen, Deepseek

- Analytics
- Google Analytics (GA4), Hotjar, Lyssna, SEO, Maze, Tally
- Project Management
- Notion, Jira, Trello, Figma Slides, Pitch, Agile / Scrum

SOFT SKILLS

Leadership & cross-functional collaboration · stakeholder management · workshop facilitation · empathy & user-centricity · storytelling & critical thinking · mentoring · adaptability & autonomy

EDUCATION

- UX/UI Design Bootcamp
- Ironhack Paris · 2021 – 2022
- Visual Communication Design (Master)
- École Maryse Eloy · 2009 – 2011
- Visual Communication (L3)
- ECV Paris · 2006 – 2009

CERTIFICATIONS

McKinsey Forward Program · DELF B2 (Alliance Française) · Driving licence (B)

BEYOND THE DESK

- Projects • Technical management of a Shopify store (family jewellery business): theme, technical SEO, Google Merchant Center.
- Commitment • Team for the Planet • Shareholder since 2022.
- Japanese • Currently studying Japanese (JLPT N5 achieved, current level between N4 and N3).