

Maxime Lesur

• Open to new opportunities, starting Q1 2026

PRODUCT DESIGNER

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Lille, FR · remote-friendly

I design scalable B2B and SaaS products, from marketplaces to AI-driven features. Drawn to design systems and building things that balance business goals with user needs.

Experience

BACKGROUND

2023 →
present

Product Designer [lemList](#)

I lead product experience design across the whole platform, balancing user needs with business goals, and evolve the design system used daily by design and engineering teams. User interviews to inform decisions, ongoing collaboration with PMs and engineers, and exploration of AI-driven workflows to speed up ideation and prototyping.

2022 → 2023

UI Designer [lemList](#)

Built and scaled lemlist's first design system: reusable components, visual standards, and documentation, working closely with product managers and developers. Designed high-fidelity interfaces and interactive prototypes, with constant attention to accessibility and visual consistency.

2021 → 2022

Product Designer [Linkvalue](#)

Designed and evolved design systems to ensure consistency across digital products and team efficiency, leading end-to-end UX/UI for web interfaces, from ideation to development-ready, high-fidelity prototypes. Facilitated collaborative workshops (brainstorming, story mapping, sketching, Crazy 8) and usability testing to turn user needs and business goals into clear, testable interface concepts.

2019 → 2021

UI/UX Designer [CocoLabs SAS](#)

Designed and optimized the UI/UX of 20+ B2B and B2C marketplaces for clients such as Suez, Thales, Allianz, and Diaceutics, creating reusable UI kits and design systems. Led the complete redesign of the Cocolabs and Hatch websites: interface modernization, improved user journeys, and brand visual production.

2016 → 2019

UI/UX Designer [Tactill](#)

UX research and design of iOS and web interfaces for a SaaS product, from wireframe to dev specs, setting up the company's first design systems and UI kits. Created brand guidelines and worked closely with developers to ensure the final build matched the design.

How I work

05 steps

METHOD

01

Discovery & research

User interviews, heuristic audit, alignment with goals.

02

Architecture & flows

Journey mapping and low-fi wireframes to validate structure.

03

Prototyping & testing

Fast, AI-assisted prototypes iterated in short cycles.

04

Design system

Tokens, components, living documentation for engineering.

05

Delivery & follow-up

Dev Mode specs, design QA, usage metrics once live.

Playground

TOOLS

 Figma

 Notion

 Claap

 Storybook

 Mixpanel

 Claude

 Cursor

 ChatGPT

 Vercel