

CONTACT

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EXPERTISE

- Brand identity & art direction
- Product & UX/UI design
- Figma design systems
- Campaign & digital design
- AI-assisted creative workflows
- Team leadership & recruitment
- Global creative network

TOOLS

Figma / FigJam
ChatGPT / Claude / Midjourney
Adobe Creative Suite
Sketch / InVision / After Effects

LANGUAGES

French - Native or bilingual
English - Native or bilingual

EDUCATION

Institut Français de la Mode
Post-Master, Graphic Design - 2014

University of the Arts London
MA, Graphic Design - 2013

ENSA Villa Arson
BA, Graphic Design & Painting - 2012

SELECTED CLIENTS

Amazon / Apple / Busuu
Clé de Peau Beauté / Coty / Depop
Jimmy Choo / John Lewis / L'Oréal
Louis Vuitton / Nespresso / Swissquote

SECTORS

Beauty / Fashion / Luxury
Lifestyle / E-commerce
Technology

STEEVE ELGUI

SENIOR BRAND, PRODUCT & UX/UI DESIGNER

Figma design systems / Creative direction / Generative AI

PROFILE

London-based French creative director and designer with 12+ years of experience creating distinctive identities, digital products and campaigns for global lifestyle, beauty, fashion and technology brands. I combine strategic thinking, refined visual craft and AI-enabled workflows to deliver scalable, high-impact work.

RECENT EXPERIENCE

Wecomeet Apr 2019 - Present

Founder & Creative Director
Lead branding, UX/UI and campaign projects, recruiting and managing international teams of developers, designers, AI specialists, illustrators and motion designers through a trusted global creative network.

Depop Jul 2026 - Aug 2026

Product & Design Systems Designer
Extended internal brand guidelines and the Figma design system, aligning product and marketing. Used Claude and MCP-assisted workflows to accelerate components, documentation and library maintenance.

Clé de Peau Beauté Nov 2025 - Present

User Interface Designer
Designing a responsive Experience page with scalable Figma components and a high-luxury visual language. Built an AI-assisted workflow spanning research, concepting, visual exploration and production.

Ogilvy Social.Lab Belgium / Nespresso Feb 2024 - Apr 2025

Freelance Senior UX/UI Designer
Created web UX/UI, social and CRM assets for B2B and B2C campaigns across Europe and the US, partnering with creative, copy, retouching and production teams.

CLOSER / Louis Vuitton Nov 2022 - Jan 2023

Senior Product Designer
Designed key screens, systems and prototypes for the Louis Vuitton x Yayoi Kusama mobile app, balancing intuitive UX with luxury storytelling and interactive concepts.

EARLIER EXPERIENCE

Jimmy Choo 2022 **John Lewis & Partners** 2018 - 2020

Senior UX/UI Designer
Redesigned the responsive 'In My Choos' editorial experience.

Freelance Senior Digital Designer
Delivered BAU web design and responsive campaign pages.

Amazon 2021 - 2022 **UGG** 2018

Senior Digital & Branding Designer
Led branding and 360-degree launch creative for Amazon Salon.

Freelance Senior Marketing Designer
Created integrated retail, web and social seasonal campaigns.

Hogarth / Apple 2021 **Coty** 2018

Senior UX/UI Designer for Apple
Designed and localised launch UX/UI and digital assets for iPhone.

Freelance Product Designer
Prototyped a virtual makeup assistant and multi-device UX.

Sweaty Betty 2020 **MATCHESFASHION** 2017 - 2018

Freelance Senior Digital Designer
Produced campaign creative across email, social and web.

Senior Digital Designer
Led three designers across global, mobile-first campaigns.

L'Oréal 2020 **Omorovicza Cosmetics** 2015 - 2017

Freelance Senior Product Designer
Redesigned checkout journeys for four beauty e-commerce brands.

Mid-Weight Designer
Owned digital, print, packaging, retail and art-direction outputs.