



Tom Le Masson Banning Lover

Product Designer & Technologist · Paris, France

Six years bridging product design and systems engineering, leading high-craft initiatives for luxury and tech brands: multi-platform design systems, automated token pipelines, and functional tooling across web, native mobile and XR.

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Experience

Oct 2021 – Present

Lead Designer, Atomic Digital Design · Paris, France

- Shipped 7 Couture and Ready-to-Wear runway shows for Balenciaga on Apple Vision Pro over two years, architecting a unified VR180 spatial UI and viewing foundation on visionOS.
- Direct interactive product and spatial strategy for marquee accounts including Hermès, Kering, and Apple, translating complex technical constraints into high-craft experiences.
- Built a centralized multi-tier design token pipeline integrated directly with engineering repositories, reducing design-to-code drift across web and mobile.
- Developed internal tooling to automate repetitive layout checks, token linting, and asset packaging, cutting production friction across delivery squads.
- Lead technical discovery, rapid functional prototyping, and user benchmarking to validate interaction ergonomics before production handoff.

Sep 2020 – Oct 2021

UX/UI Designer, Réseau AMA · Paris, France

- Designed the companion mobile UX for a wearable ecosystem, turning raw data into clear health monitoring interfaces.
- Built a shared UI design system and unified user journeys across 5 group entities and services.

Mar 2020 – Sep 2020

UX/UI Designer, Kidsplace · Rouen, France

- Redesigned the iOS and Android marketplace apps end to end, building a shared component library for both parents and childcarers.
- Led the service design for search, instant booking, and trust-verification flows.

Skills

<i>Systems & Architecture:</i>	Multi-brand design systems, token pipelines, DesignOps, cross-platform UI architectures
<i>Strategy & Research:</i>	Technical discovery, functional prototyping, ergonomic evaluation, usability benchmarking
<i>Creative Tech & Tooling:</i>	TypeScript, JavaScript, Python, Figma Plugin & REST APIs, HTML/CSS, Git, Claude Code
<i>Design & Prototyping:</i>	Figma, Weave, Blender, Spline, Framer, Webflow, Adobe CC, Maze, Lookback
<i>Languages:</i>	French (fluent), English (fluent)

Education

<i>2020–2022</i>	Master II Artistic Direction & UX Design, <i>LISAA Paris</i>
<i>2019–2020</i>	LPMN Bachelor (“Métiers du Numérique”), <i>University of Rouen</i>
<i>2017–2019</i>	DUT MMI (Multimedia Professions), <i>University of Rouen</i>

Interests

Sound & music: leftfield electronics, analog synthesis, soundsystem culture, online radio digging.
Tech & computing: self-hosting, Linux ricing, open source communities, local-first alternatives.
Fashion & culture: runway analysis, garment construction, historical movements, journalism.
Visuals & motion: street photography, 35mm film, color grading, visual storytelling.