



Mael le Couedic

Product Designer

London, UK

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Languages

English (Fluent)

French (Fluent)

About

Hi, I'm Maël.

I am interested in footwear and wearables and have built my practice at the intersection of industrial and fashion design.

Through my passion for sports and the outdoors, I have developed an immense appreciation for the natural environment, and I always uphold sustainable practice in my projects. I enjoy creating stories that bring personal value to objects and exploring natural materials as an opportunity to waste less.

I am an optimistic and inquisitive person, and I love to collaborate with people from others disciplines. I am also always eager to learn new skills; during my MA project, I learned how to develop my own biomaterials, and made my first jacket from scratch. This is what is most exciting to me—exploring the unknown.

BRANDS WORKED WITH

Atelier QDA

DA Designers Associés

Decathlon UK

Implanet

LVMH

Experience



● Sustainability Leader and Sport advisor Mountain/water sports

Decathlon UK | Oct 2022 - Now

In charge of the products' second life: repair defective products and avoid waste.

Advise customers on mountain and water sports gear.

Trainings on ski and camping gear, tents repair, customer service, layout, health & safety.



● Design Consultant

LVMH | Dec 2022 - Mar 2023

Collaboration with three other graduates from Central Saint Martins on finding regenerative solutions for the brand.

Bio-materials experimentations and design proposals:

2D renders (Procreate), mock-ups and 3D prints (Rhino), based on: mood-boards, brand analysis and market research.



● Industrial Design Intern

Atelier QDA | May 2019 - Jul 2019

Help the agency to develop their activity and industrialise their products. Rethink how the furniture is made, create blueprints, meet industrials and request price estimations.

Design of 2 tables in collaboration with the Dutch brand Kluskens.



● Design intern

Implanet | Jun 2018 - Jul 2018

Graphic creations for the Marketing Service.

Marketing & Sales medium update (website, booklet, operative technique, booth visuals...).

Graphic creations for AFIDEO.

● Industrial Design Intern

DA Designers Associés | May 2017 - Jul 2017

Help on agency's projects for diverse companies at the iteration phase: sketches, 3D models, renders, colour swatches... Participate to clients' meetings and present design proposals.

Education & Training

- 2020 - 2022 ● **Central Saint Martins, University of The Arts London**
Master's degree,
- 2018 - 2020 ● **ensaama**
DSAA Industrial design,
- 2016 - 2018 ● **ensaama**
BTS Product Design,
- 2015 - 2016 ● **ensaama**
MANAA (Foundation Year in Applied Arts),
- 2014 - 2015 ● **Lycée La Mennais - Guérande**
Scientific Baccalaureate,