Florian Charnacé

BRAND & PRODUCT DESIGNER

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fliich.work
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Remote · CET

Brand and product, designed as one. I led design at Illuvium for 4.5 years, from a staking app to three games, and I now design and ship my own apps.

Open to Senior Brand or Product Designer roles, fully remote.

ILLUVIUM · WEB3 GAME STUDIO

MAY 2021 – OCT 2025

Head of Design

Senior UX/UI Designer May 2021 → **Lead UX/UI Designer** Nov 2021 → **Head of Design** Nov 2022 – Oct 2025

3	5	250+	18
games launched on Epic, 2024	designers hired and led	people in the studio	months to Head of Design

- Owned the brand across 3 games, Arena, Overworld and Zero, plus launcher, marketplace and sites.
- Designed the game launcher for Arena and Overworld.
- Built the UI design system shared by all three games.
- Led product design and the design team: hiring, reviews, governance.

STUDIO AWARD: BEST RPG, GAM3 AWARDS 2022

DEC 2025 – JUN 2026

Brand & Product Designer · Illuvium Deathmatch

VIDEO GAMES, WEB3

Brought back by the founders for a new title: branding, art direction and product design.

NOV 2025 – JAN 2026

Brand & Product Designer · Akmē, Australia

HEALTH & WELLNESS

Doctor-led wellness platform: full branding, packaging, website and member web app.

Apps I designed and shipped

Yotsu Four daily puzzles. On the App Store.

Skills

Brand identity · Design systems · Game UX/UI · Product design: web, iOS, watchOS · Art direction · Team leadership · HTML / CSS

Tools

Figma · Weavy · Nano Banana Pro · Claude

Earlier experience

2020 – 2021

Brand & Product Designer · soignezvostroubles.com

MENTAL HEALTH

Full branding, website design and front-end.

2020

Brand & Product Designer · Oniriq

LUXURY E-COMMERCE, DUBAI

Full branding, iOS app design and prototyping, website and front-end.

2019 – 2020

Brand & Product Designer · reel.travel

TRAVEL

iOS app design and prototyping, website and front-end.

2019

Brand & Product Designer · gethome.dk

PRIVATE DRIVER APP

Branding, iOS app design and prototyping, website and front-end.

2019

Product Designer · Symbyoz.io

WEB AGENCY

New website, design and front-end.

2018

UI/UX Designer · Groupe Cayola

MEDIA

Media websites, and an internal tool to manage advertisers, campaigns and ad formats.

2018

UI/UX Designer · INGEDATA

DATA & IT

New company website on WordPress, responsive front-end.

2017 – 2018

UI/UX Designer · Adventure Paramoteur

SPORT & LEISURE

Personas from analytics data, new branding, website and back office.

2017 – 2018

Co-founder · Mustsee

BROWSER EXTENSION

Chrome extension and website design, product branding. Still live: mustsee.earth

2016

UI/UX Designer · SOGOFACTORY, Bangkok

DIGITAL AGENCY

Client onboarding and briefs, wireframes, UX/UI design.

2012 – 2014

Junior Art Director, UI/UX Designer · Minutebuzz.com

ONLINE MEDIA

iOS and Android app and website, art direction for events with advertisers.