



SENIOR PRODUCT DESIGNER & BRAND DESIGNER

NOVEMBER 2022 → TODAY (over 1 year)

Senior Product Designer / Brand Designer **Freelance**

As a freelancer I work both on the form and functionality of digital products, with a focus on usability and user experience and also on visual and aesthetic identities for brands, including illustrations, icons and expressive images to convey ideas, concepts, or stories.

FEBRUARY 2020 → NOVEMBER 2022 (~ 3 years)

Senior Product Designer / Brand Designer **VMware**

As a design consultant I was coaching enterprise and startup clients to apply a lean and user-centered design approach to product development.

- Work with a balanced team of product manager and engineers to develop research-driven, user-validated software.
- Conduct user research to understand needs and gather feedback on concepts and designs.
- Validate product direction and de-risk development as well as to improve product usability and adoption.

Clients: Abbott Laboratories, Audi, BNP Arval, European Government Organization, Siemens.

JANUARY 2019 → FEBRUARY 2020 (~ 1 year)

Senior Product Designer / Brand Designer **BNP Paribas**

In the BNP Paribas' transformation hub BivwAk! I drove the UX design process as part of a Scrum team, conducted user interviews and usability tests, created wireframes and visual designs for projects:

- **Cetelem Cpay:** a mobile app to facilitate the management and use of the online crediting service for craftsmen.
- **Eugene:** an internal governance monitoring tool for all of BNP's legal entities.
- **BivwApp! by Be Nomad:** a mobile app for BNP Paribas' office room booking and management.

JANUARY 2017 → JANUARY 2019 (2 years)

UX/UI Designer **Orange Business Services**

I was responsible for the end-to-end design and user research process for the Orange pro online store, working alongside PM's and development in collaboration with Pivotal Labs.

SKILLS

PRODUCT DESIGN

User-Centered Design
Conceptualization
Information Architecture
Sketching & Prototyping
Usability Testing & Iteration
Responsive Design
Accessibility
Design Systems

BRAND DESIGN

Logo Design
Visual Elements
Brand Guidelines
Digital Marketing
Signage Design
Typeface Design
Print Materials
Packaging Design

ILLUSTRATION

Book & Editorial
Infographics
Iconography
Icon Sets
In-app Graphics
Technical Illustration
Comic Art
Textile Patterns

TOOLS

Figma
Sketch
Adobe Creative Suite
(Illustrator, Photoshop
& Indesign)



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MARCH 2013 → JANUARY 2017 (~ 4 years)

UI Designer Orange

Within the department Innovation, Marketing and Technologies Division (Xperience Design Lab), I was responsible of the ergonomics and look and feel of apps, websites and TV interfaces. I worked also as a Brand Designer and Illustrator.

Main projects: Homelive app, Livebox 4: GUI for internet Box, Orange LoRa.

Platforms: Web, App (iOS, Android & Windows), TV.

JANUARY 2006 → MARCH 2013 (over 7 years)

Graphic & Web Designer Freelance

As a freelance Graphic Designer, I worked on a wide variety of projects, including visual identities, illustrations, record covers, children's books and UI Design projects.

Concept and design for mobile interfaces (iOS, Android, Windows & BlackBerry) in cooperation with different agencies (e.g. Ad4Screen, AnimApp, Clicmobile, France Gourmet Diffusion, Pschhh Agency, Tactilize).

Clients: Adidas Group, All Soluces, BNP Paribas SAV, Carrefour Group, DM1 - The Drum Machine, iMotion Pro, La Banque Postale, MHIS (LVMH Group).

EDUCATION

2002 → 2006

Master I — Visual Communication Design

School of Design & Creative Strategy Intuit Lab, Paris

Studies Subject: Art Direction, Branding and Identity, Creative Concept, Copywriting, Editorial Design, Illustration, Packaging, Typography, Web Design.

1999 → 2002

DECG

Lycée Paul Cornu, Lisieux

Studies Subject: Applied Arts, Art and Communication History, Graphic Technics, Infographic, Letter Design, Observation Drawing.

LANGUAGES

French & English

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PORTFOLIO

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