

SKILLS

Fields of expertise

UI/UX Design, Visual Design,
Art Direction, Prototyping,
No-Code Development

Software

Adobe Creative Suite, Adalo,
Figma, Sketch, InVision, Trello,
Slack, Google Analytics

Technologies

HTML/CSS, JavaScript,
WordPress

Languages

French (native)
English
German (basic)

Bonus

Video Editing
Sound Editing
Motion Design

EDUCATION

- **Master's Degree**
Digital Communication
2013 - University of Paris 8
- **Bachelor's Degree**
Web Design
2011 - Cifacom (Paris)
- **Technical Diploma**
Communication Networks
and Services
2010 - University of Paris-
East
- **High School Diploma**
("BAC" or DEC)
Engineering Science
2008 - Condorcet High
School

OTHER

- **Creator of Happés, a satirical animated mini-series in vertical format**
Episodes available on happes.fr
- **Interests :**
Music & live shows, fashion,
cinema, design

WORK EXPERIENCE

PLGRND (nov. 2020 - today) Co-Founder / No-Code Developer

PLGRND ("playground") is a no code app designed for sneakers lovers available on iOS & Android. We launched the service in 2021 and gathered since 1400+ sneaker addicts and collectors to share about their passion and trade items in the marketplace. PLGRND was built on Adalo, a no-code development platform.

Qobuz (nov. 2017 - nov. 2020) Paris, France Lead Product Designer

- Lead designer on the different Qobuz products and services: desktop, iOS & Android apps, online store, and partner apps
- Collaboration with the marketing teams in order to analyze the audience data and improve the platform UX to optimize conversion
- Analysis of the Qobuz brand and customers to contribute to the branding evolution
- Organization of UX workshops and participation to audiophile exhibitions and fairs

Stradigi (feb. 2016 - jul. 2017) Montreal, QC UI/UX Designer

- Participate in all analysis and design stages, including planning, working sessions to define functional and nonfunctional requirements, UI/UX design, visual QA of websites, mobile applications and other products developed by Stradigi
- Design Lead on Guroo Chat, an innovative messaging app for iOS & Android

Crossfield Digital (formerly PrePlay) (feb. 2014 - jan. 2016) New York / Montreal UI/UX Designer

- Creation of mockups for mobile predictive sports games (MLB, US Tennis Association and other American sports organizations)
- Collaboration with game designers and developers to define user experience
- Creation of marketing assets to promote these games (banners, newsletters...)
- Design on the company's website and social networks to ensure consistency

FanVision (oct. 2014 - jan. 2016) Montreal, QC Graphic Designer

- Creation of a new branding for FanVision (logo and visual guidelines)
- Creation of print documents to promote the brand on race tracks (flyers, billboards, vouchers...)
- Design of several websites endorsing promotional operations

Def Jam — Universal Music Group (feb. - sep. 2013) Paris, FR Web Designer / Digital Marketing

- Daily management of contents on Def Jam label's website (news, releases, videos...)
- Weekly analysis of the website audience to improve conversion rates
- Creation of online campaigns to promote the albums releases (for local and international artists such as Drake, Jay-Z, Kanye West, The Weeknd, Kid Cudi, Rihanna, IAM, Disiz...)
- Development of the online label and establishment of partnerships with blogs and magazines

Previous work experience: **Backelite** (2012, Paris), **Dagobert** (2011, Paris), **Anakan GmbH** (2010, Berlin)