

SKILLS

Fields of expertise

- UI/UX Design
- User Research
- Art Direction
- Prototyping,
- No-Code Development
- Content & Growth Marketing

Software

- Figma
- Notion
- Adobe Creative Suite
- Adalo
- Framer
- Webflow
- Sketch
- Trello
- Slack
- Google Analytics
- Zeplin
- Microsoft 365

Languages

- French (native)
- English
- German (basic)

Bonus

- Video Editing
- Sound Editing
- Motion Design / Animation

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

- **Interests :**
Music & live shows, fashion,
cinema, design

WORK EXPERIENCE

Mediapart (May 2024 - today)

Paris, France

Lead Product Designer (CMS)

- Responsible for the UX/UI redesign of Mediapart's publication tool for journalists (surveys and user testing, prototyping, implementation of the design system and demo presentations to the team)

Sonio (Nov. 2023 - Oct. 2024)

Paris, France

Senior Product Designer

- Set up and manage the Sonio design system
- Management and improvement of the internal tool for managing partner medical centers
- Creation of marketing assets (stands, brochures, demonstration videos...)

Alithya (Nov. 2022 - Mar. 2024)

Montreal, Canada

Senior UX/UI Consultant

- UX/UI Consultant for several clients:
 - **Croix-Bleue** (travel insurance): Lead designer (web & mobile apps), understanding and addressing business needs.
 - **Woopen** (real estate platform): Carried out an UX audit on entire service (mobile applications and website), analysis of the search flow and creation of prototypes.
 - **Quebecor Group** (media): participation in the redesign of the TVA Sports app and in the continuous improvement of the group's media apps (Journal de Montréal, Journal de Québec, TVA Nouvelles...)

PLGRND (Nov. 2020 - Sep. 2022) (personal project)

Co-Founder / No-Code Developer

PLGRND ("playground") is a marketplace for sneaker lovers available for iOS and Android. This project lead me to:

- Design and publish an application from A to Z with no-code, thanks to Adalo
 - Learn about marketing by creating content adapted for social media (blog articles, Instagram posts and videos) and implementing acquisition strategies
- Between 2020 and 2022, PLGRND gathered over 1400 users in the app.

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

Previous work experience: **Stradigi** (2016-2017, Montréal), **Crossfield Digital** (2014-2016, New York), **FanVision** (2014-2016, Montreal), **Universal Music** (2013, Paris) **Backelite** (2012, Paris), **Dagobert** (2011, Paris), **Anakan GmbH** (2010, Berlin)