



Paris-based Product Designer building scalable systems at the intersection of strategy, technical UX, and high-stakes digital experiences.

Skills

Product Thinking: Product strategy, discovery, UX roadmap, KPI definition & monitoring, product validation

UX & UI Design : Wireframes, user flows, prototyping, usability testing, responsive (mobile, desktop, spatial)

UX Research: User testing, qualitative and quantitative research, behavioral analysis

Design System: Creation and maintenance, design tokens, documentation, DesignOps

Tools & Technologies

Design: Figma, Sketch, Adobe Suite, Protopie, Blender

Collaboration & Research : Miro, Notion, Maze, Lookback, Confluence

Development: HTML, CSS, JavaScript, PHP, Python, Git, Framer, Webflow

Passions

Image & visual storytelling : street photography, color grading, composition, motion design

Tech & innovation: XR, LLMs & generative design, automation, self-hosting, open source

Contemporary fashion and its history: Martin Margiela, Kiko Kostadinov, Rei Kawakubo

Latest experiences

Atomic Digital Design, Lead Designer

Paris | October 2021 - present

Leading design strategy for luxury and tech accounts (LVMH, Hermès, Kering, Apple, Disney, Meta, Microsoft), ensuring UX consistency across high-traffic web, app, and XR platforms. Partnered closely with software engineers to build a cross-functional Design System, finding the most efficient trade-offs between implementation complexity and value to reduce team delivery times by 40%.

Réseau AMA, UX/UI Designer

Paris | September 2020 - October 2021

Architecture of a multi-brand ecosystem (5 entities): unification of the user experience between hardware (wearables) and software. Overseeing the overall redesign of the digital identity to increase brand credibility.

Kidsplace, UX/UI Designer

Rouen | March - September 2020

Complete redesign of Android and iOS applications, creation of a brand design system, and deployment of a new brand system. Service design and launch of a SaaS offering. Operational optimization and transition of production to Figma.

Training

Master II Artistic Direction & UX Design

LISAA Paris (2020–2022)

LPMN Bachelor (“Métiers du Numérique”)

University of Rouen (2019–2020)

DUT MMI (Multimedia Professions)

University of Rouen (2017–2019)

Science Bachelor (ISN)

Lycée Saint-Säens, Rouen (2017)