

Designing for the many, all the way to the live product.

One craft since 2009: the user experience at the centre, from space to screen. From democratic design at IKEA to the apps I design and code myself, I care about everyday things, the ones people actually use.

Selected work →

Product design

UX/UI

Design systems

Accessibility

Design to code

Democratic design

User research

Figma

Interaction design

Claude Code

AI-assisted design and prototyping

How I work

I design and code myself, with AI as an accelerator. Create, test, iterate faster, to leave time for judgment and ship real products beyond the mockup.

Experience

One belief guides me: the best design is the one you don't notice.

- 2025 **Design Ops**
WPP
Design systems and production at international scale, with an industrialised Figma pipeline and AI-assisted tooling.
- 2023–25 **Design Systems & Automation**
Prodigious
Figma design systems, reusable components and workflow automation for high-volume retail accounts.
- 2023 **UX/UI Designer**
SATT Nord
Framed the UX and designed the flows and screens of a mobile app teaching French to newcomers.
- 2022 **Lead Product Designer**
Plume
Led end-to-end design of a multi-audience product (children, teachers, families) and the design system that unifies it. Managed the design team.
- 2020–21 **Founding Designer**
MemenTop
Shipped a mobile health app for people with Alzheimer's and their carers, end to end: research, brand, design system and every flow, taken to a working product.
- 2015–22 **Retail & Customer Journeys**
IKEA
Designed customer journeys and rolled out retail standards at national scale, managing teams.
- 2009–15 **Space & retail design**
Sadeco, Alinéa

Now

I teach design thinking to tech teams and art students alike, digging into the human and social sciences behind design. Alongside that, I design and ship my own apps, I write about the craft, and I advise a founder on her product.

From the field to the screen.

Over fifteen years, three worlds, one belief.



2009

Space

Architecture & interiors



2015

Retail

IKEA · democratic design



Today

Digital

Product design in teams, my own apps live

Certifications

Google UX Design Certificate

2022 - 2023

Fullstack Web Dev

2019 · Le Wagon

Languages

French
Native

English
Professional

Dutch
Learning