

I design for real life and for the many, with a systems-and-scale mindset shaped by democratic design at IKEA. AI lets me take product design all the way: real apps I put in front of real users. I also teach and write about design.

EXPERIENCE

Mar 2025
→ present

Design Ops

WPP Production

Freelance

Design organisation and production at international scale: shared process across project and production teams, and an industrialised pipeline built on automated design systems and Figma tooling (templates, plugins).
Art direction across accounts.

Jul 2023
→ Mar 2025

Design Systems & Automation

Prodigious

Freelance

Industrialised design production for high-volume retail accounts: Figma design systems, workflow automation, and multi-format art direction.

2023

UX/UI Designer

SATT Nord

Freelance

Response to a public tender: designed the concept and screens for a mobile app teaching French to newcomers (UX framing and mockups). Inclusive design for a vulnerable audience.

May
→ Sept 2022

Lead Product Designer

Plume

Led design of a multi-audience product (children, teachers, families): the writing-and-correction experience and the design system that unifies it. Managed the design team.

2020
→ 2021

Founding Designer

Smart Macadam

Sole designer, from scratch, of a mobile health app for people living with Alzheimer's and their carers: brand, full design system, and every flow. Accessible design for a cognitively vulnerable audience.

2015
→ 2022

Retail & Customer Journeys

IKEA

From the shop floor to national head office. Designed customer journeys and rolled out retail standards at national scale; managed teams. "Democratic Design" as my compass.

2009
→ 2013

Space Designer

Sadeco & Alinéa

Designed retail and commercial spaces: scenography and customer journeys through physical space. Where my practice of user journeys began.

TEACHING

Lecturer ● École de Condé

Jul 2026 → present
Design thinking, UX/UI, humanities & social sciences

Teacher ● Le Wagon

2021 → 2024
UX/UI workshops

LANGUAGES

French Native

English Fluent, professional

CERTIFICATIONS

Google UX Design Certificate

2022 - 2023

Fullstack Web Dev ● Le Wagon

Nantes, 2019 · Ruby on Rails

EDUCATION

Spatial Design (BTS) ● École de Condé

Nancy, 2007 - 2009

Baccalauréat, Applied Arts (STI)

Nancy, 2003 - 2006