



About Me

Hybrid designer with a focus on **brand identity and product interfaces**, I create **design systems** and digital experiences that are both impactful and user-centered. I work at the crossroads of **marketing, UX/UI and branding**, with a creative yet structured approach - in close collaboration with **product, tech and growth teams**.

Skills

- UX, UI & Brand Design**
 - Figma, Design Systems, Atomic Design, UI kits
 - Wireframes, user flows, UX writing, accessibility (WCAG)
 - Responsive & multi-platform design, visual identity, typography
- Marketing, Growth & Conversion**
 - Landing pages, A/B testing, storytelling
 - CRM, social campaigns, Notion
- Media & Methods**
 - Photo/video shooting, editing, Adobe Suite
 - Design Thinking, Agile, Design Sprint, QA, dev handoff
- Soft Skills**
 - Autonomous, methodical, adaptable
 - Detail-oriented, strong synthesis skills
 - Team player, feedback-driven mindset
- Languages**

French (native), English (Professional proficiency - C1), German (Intermediate)

Education

- 2024

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Product Design Bootcamp

The Design Crew
- 2017

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Master's in Creative Advertising

Sup de Pub Paris
- 2016

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Bachelor's in Editorial & Digital Communication

IUT Bordeaux Montaigne

Interests

Music | Festivals | Photography | Street art
Travel | Series | Exhibitions

Work Experience

- 2025

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Marketing & Product Designer • Sunrise / Dreemhealth - Paris

Hybrid brand & product designer in charge of the group's visual identity and digital patient flows, working with product, growth and brand teams.

 - **Brand & UI:** Full brand refresh (website, design system, UI components).
 - **Product:** UX/UI for patient journeys (onboarding, payment, therapeutic app).
 - **Growth:** Landing pages, Meta ads, scalable asset production templates.
 - **DesignOps & IA:** Scaled the design process and explored AI tools (Figma, Notion, auto-resize, creative scoring).
 - **Collaboration :** Work closely with the brand manager, performance manager, product and dev teams.
- 2024

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Brand & Product Designer • Freelance - Paris

Various freelance projects in branding, social content and UI/UX.
- 2024

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UX/UI Designer • The Design Crew - Paris

From Discovery to Delivery, for 3 projects:

 - **Deezer:** Encourage users to regularly add songs to their music library and maintain this habit over the long term.
 - **Happn:** Improve the feeling of reciprocity between two profiles and create an emotional ping.
 - **Se Logger:** Improve the home-hunting experience to make it more personal and qualitative.
- 2021 - 2023

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Lead Brand Designer • Néosoft - Paris

Brand design lead for a tech consulting group, responsible for all marketing & employer branding assets.

 - **Rebranding:** Co-led the brand and website redesign in collaboration with an agency.
 - **Employer brand:** Created campaigns to attract and retain talent.
 - **360° Assets:** Designed print & digital materials (videos, brochures, stands, presentations...).
 - **Creative management:** Coordinated external providers and internal creative teams; ensured quality & brand consistency.
- 2019 - 2021

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Graphic Designer • Efficacy CRM - Paris

Led the visual identity of the group and its execution across all internal and external communication materials.

 - **Graphic design:** Creation of assets for web, print, and events.
 - **Digital media:** Design of visuals for social media, email campaigns, and ads.
 - **Brand consistency:** Guardian of the visual identity across all formats and channels.
- 2017 - 2018

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Graphic Designer • Showroomprive.com - La Plaine Saint-Denis
- 2016 - 2017

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Communication assistant & Graphic Designer • SNCF Direction de la Communication - La Plaine Saint-Denis

