

Head of Design. Ux Ui. Business owner at Ultrapulp / La bonne société

## Summary

French head of product Design Ux UI & design operations. I'm an experienced entrepreneur and products mind with proven history of working on digital products and brands, from early start-up through rapid growth to acquisition, within various industries.

I do believe that a strong focus on bringing user experience and technology together using the design process is the key to making innovative, successful and valuable products.

"I love to design products for a wide audience. I also love challenging myself with innovation, scoring products and brands against competitors is what keeps me going."

With my background in Architecture, object and color design, I learned the design process, the team dynamics with engineers, I spent years honing the process of researching, planning, designing, and iterating.

Specialties: Hands-on, Design Operations, Design System, DSFR, Product innovation, design management, mentoring and driving the product innovation through the design thinking process, user research, testing, and data analysis.

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## Experience

La bonne société

Business Owner

March 2014 - Present (10 years 1 month)

Paris Area, France

Brand + Product Design Ux Ui. Brand Strategy. Building teams, brands, design system, helping startup's to lead growth. Our consultancy supports all types of digital product design initiatives. By the book: Design process, design thinking.

### Top Skills

Brand Strategy

Team Leadership

Brand Identity

- All product design stages from concept to final hand-off to engineering. Translate high-level requirements into brand experience, flows, and transform them into intuitive and functional user interfaces using a data driven approach and the design process methodology.
- Design consistent brands, establish and promote design system, brand platform, communication and on/off marketing operations.

## Ultrapulp.com

Business Owner

June 2016 - Present (7 years 10 months)

We believe an original artwork can work wonders in every place and for everyone! That's why we sell our work all over the world to fine art connoisseurs, passionate individuals, small and large companies. The studio offer original artworks for stylish art lovers, using the finest old master prints techniques, etching, lithography on printing press dating back to the last century, sometimes revamping the whole process tooling with laser cutting and 3D printing.

## Mistertemp' group - Franchises Aquila RH, Lynx RH, Vitalis Médical & Mistertemp'

Head of Design Ux Ui

September 2019 - May 2020 (9 months)

Paris

To help Mistertemp' group (FT 120) to stand out in his category, we went back with the teams to the founders intentions and stakeholders vision. Creative brainstormings, leading to a full bottom-up rebranding: Brand platform, company's key values, conducting co-creation workshops. Launched a new visual identity, brand guidelines, group & product front redesign. A genuine thanks to the founders trust.

Product brand strategy, visual and verbal identity, product design. With stakeholders I helped bring the rebranding to life across the whole B2B & B2C experience. By reframing the offer around digital and proximity, we created a brand that would resonate with a younger, experience-hungry audience. Full bottom up rebranding: user research, brand Identify, brand guidelines, brand system, tone of voice, product & touchpoints. UxD, Ux, Ui.

Shipped tools for on & off-line communication, (CRM, Acquisition, Lead gen, trade show, sales deck, display, print).

All hands meetings, building a design-driven culture to engage, drive transparency and alignment within the teams and foster the company culture.

### meetic / match Europe (IAC)

Head Of Design Group (Chief Creative Officer)

November 2001 - March 2014 (12 years 5 months)

Paris

Launched meetic products and brands across Europe. Executive Chief Creative Officer group reporting to Marc Simoncini. IPO 500M€ in 2005 and acquired by Match.com in 2010. With stakeholders we released 24 brands over 17 countries plus Asia and Latam, desktop as well as mobile apps. Leading Ux & Ui product design sprints down to pixel perfect templates.

Hands-on digital product designer, responsible for the entire face of the company, I'm leading products Ux & Ui design, desktop / mobile innovation from concept to completion, on time, on brief and within budget. Team management, recruiting and nurturing team-mates. I also act between disciplines, marketing, brand, product, tech departments.

My strengths are forward-thinking, innovation, product design down to pixel perfect templates in an agile team environment. Style guides & specs, user journey, flow design, product definition and optimization, funnel AARRR, cross selling. Brand and brand system, brand consistency, cobranding operations. Strategic and operational design applied to: on/off Marketing, Communication, Brand.

### ifrance.com (sold to Vivendi Universal)

Head of Design Europe

November 1999 - November 2001 (2 years 1 month)

Paris

Executive Head of Design reporting to Marc Simoncini, Leading product design operations. Sold to Vivendi Universal 182M€ in 2000, iFrance Saas B2C platform one of the first community portal in Europe (France, Switzerland, Quebec, Belgium, Italy, Spain...).

A pioneer service that became one of the most visited online destination in Europe. Operational product design, innovation, redesign, operational and strategic development applied to: product, brand, advertising, events, ... Recruiting, managing and nurturing the design team.

## Designer Freelance

Digital Art Director

1996 - 1999 (3 years)

Digital Art Director. Represented by Tribe / Le book. F. Perrin / Selenite.

Consultant for firms and brands such as :

Publicis – HP – Axa – Schlumberger – Hachette – La Ratp – M6 Publicité – Les Clics d'or – Altédia – VU Net – Studio Grolier – Index + – Coplanet – Bee's net – Plan Créatif – Sudameris bank – INPI – Eridiana Begin-Say – French Senat – French Ministry of Finance – Cannes film festival – Dupont – SVP – MCM Atlas trophy.

## NetForce

Digital Art Director

1997 - 1997 (less than a year)

Web agency. Luxury, Ecommerce, La Redoute PPR, Mauboussin.

## McCann Erikson - Interpublic group

Digital Art Director

1996 - 1997 (1 year)

Digital Art Director on for clients such as Apple Europe, Opel.

## Softplace

Digital Art Director

1996 - 1996 (less than a year)

Paris

Digital Agency & Video games, Roland Garros, tennis. Houde, pharmaceutical.

## Atelier Clerc

Color Designer

1994 - 1996 (2 years)

Paris

Color Designer for Paris and Hong Kong projects. 2D / 3D, color chart, color trends, color palette, industrial design and architecture.

## Saubot Jullien

Architect Designer Assistant

1990 - February 1993 (3 years)

Paris

In three years of collaboration with Saubot & Julien Architecture agency he is, from the start of his career, in the heart of exceptional projects which the agency has made a specialty: high height buildings and especially the towers of La Défense, TF1, Festival Eurodisney, Opéra Bastille.

With my background in Architecture I learned the design process, the team dynamic with engineers, then I spent five years honing the process of researching, planning, designing, and iterating.

Architecture and Ux are field that requires multiple levels of planning, an understanding of user needs, and a creative depth that will allow you to solve complex problems at various scale. I finetuned this skills with furniture design, object design, and color design.

### Interior Designer Freelance

Designer

1989 - 1990 (1 year)

Freelance for architectural and interior design firms. Object and interior design for commercial, institutional and residential projects.

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## Education

LISAA IDEA Institut Supérieur des Art Appliqués Design Architecture intérieure

Design & Architecture