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Remote

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Design Engineer  
Product Designer  
Design, build & ship

Profile

Design engineer and product designer (master's in digital art direction, 2024). I design products and ship them myself, from branding to production. I have worked with Mute Energy, my main client, for four years: full rebrand, design system and a new site that helped land their first signatures and their funding round. AI has been part of my workflow for two years, and I ship my own products too (Arbo, Parenthèse, Framer plugins).

Education

2022 to 2024

**Master's in Digital Art Direction, work-study @ ECV Lille**

Built solid UX/UI expertise while specialising in art direction and product design. I learned to design intuitive interfaces and to turn ideas into visual solutions aligned with business goals.

**Skills:** Web interface design · UX · Product design · Web design · Art direction · Team leadership · UI

2021 / 2022

**Graphic design programme @ EDAA, school of applied arts**

Distance learning to sharpen my digital craft, alongside my freelance work.

**Skills:** Graphic design · Branding · Typography

2017 / 2021

**Bachelor's in Communication @ ISEFAC Lille**

Communication degree with an e-sport specialisation: new media, graphic design, events, project management and digital communication.

**Skills:** Communication · Marketing · Graphic design · Management · Project management

Experience

2021 to present

**Product Designer & Design Engineer - Freelance**

I work with startups and SMEs from strategy to the deployed site: art direction, UX/UI, build and launch. Sites that build trust and attract better clients (SERCE, Inversive, Kandinsky). Alongside client work I design and ship my own products (Arbo, Parenthèse, Framer plugins with paying users). AI has been part of my workflow for two years.

**Skills:** UI/UX · Art direction · Framer (build & deployment) · AI workflow · Project management

2022 to present

**Digital Art Director @ Mute Energy (ex-Swoop)**

My main client, four years of collaboration. Full rebrand (Swoop to Mute), site redesign, design system, motion and 3D. The new positioning and the site helped convince investors and sign the first customers.

**Skills:** Web interfaces · Product design · UX · Brand strategy · Branding · Graphic design · Motion · 3D

2018 / 2022

**Co-founder @ Le Chapelier Persifleur**

Escape room in Lille, built with my sister and a friend. My first steps as a designer and an entrepreneur, across very varied projects. Closed after four years, following COVID.

**Skills:** Graphic design · Web design · Events · 3D · Storytelling · Communication · Electronics · Game design

French and English

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