

Product Designer

React/Next.js, Node.js | Design Systems & UI engineering |
XR (AR/VR) prototyping

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Experiences

2022-2025

standard+ / Founder

standardplus.app

- Built and launched MVP → **Next.js / Express API / MongoDB (auth, payments, search, prod deployed) · AI exploration (embeddings) · NFC certification (cryptographic)**
- +40k€ raised · incubated at Sorbonne Center for AI, cooperation with AI PhD · Onboarded 10 professional designers · Recruited 4 interns.
- standard+ is a platform for on-demand design objects, featuring AI exploration and locally produced through an automated 3D printing process.

2021

DDB Paris / Art Director

- Led creative direction and storytelling for global brands (McDonald's, Volkswagen, ARTE), delivering high-performing digital content.
- Produced campaigns reaching 3M+ cumulative views, collaborating with marketing and strategists.
- Translated complex briefs into clear visual systems, and motion/digital assets optimized for platform constraints.

2019

Internship

DS automobiles (Stellantis) / Interactive Designer

Designer of branding and assets for interactive real time experiences to be deployed across dealership network.

2018

Internship

Extia / Motion designer

2017

Internship

Delasource / Graphic designer

Education

2023-2024

CELSA (Sorbonne University), Paris

Master's in Entrepreneurship and Innovation

Covering marketing strategy, financial modeling, business development, and communication.

2021-2022

ENSCI, Paris

Post-Master's degree in Industrial and Product Design

Bridging technological exploration, user experience, and material experimentation.

2019-2021

DSAA in Applied Arts/Design, Boulogne-Billancourt

Master's degree in Applied Arts focused on interactive design, combining interfaces, 3D environments, and real-time systems.

2018-2019

EPSAA, Ivry-sur-Seine

Post-bachelor in digital media and creative technologies.

2016-2018

University Institute of Technology (IUT), Gustave Eiffel University

Bachelor in multimedia, code and science

Skills

Language and skills :

Front-end → Next.js · React · HTML/CSS · Three.js

Back-end → Node.js / Express.js · MongoDB · REST APIs

Blockchain & AI → OpenAI API integration · Model deployment · Solidity · Web3.js

Automation & DevOps → Python · Bash · Git · Docker · AWS / GCP deployment

Software :

Design & 3D → Adobe Suite · Figma · Cinema 4D w/ Octane Render · Unity · Blender · Fusion 360 · SuperSlicer

Prototyping & Electronics → Arduino · Raspberry Pi · NFC chips · 3D Printing (FDM / PETG / PLA)