



# Product Designer

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Product designer with a strong background in **UX/UI design & Brand design**. I also had the chance to study at a Grande-Ecole of Business (HEC) to learn the key aspect of entrepreneurship & strategy. My desire is to create a world more human & responsible through the products I design.

## Education

2014 — 2019 **Master UX/UI design** ↗  
e-artsup

2017 — 2018 **Certificate Digital Business** ↗  
HEC

2017 — 2017 **Certificate Digital Entrepreneurship** ↗  
HEC

## Awards & Features

2021 **Speaker on the LPCx Paris** ↗  
How to ally rebranding & UX redesign?

2019 + 2018 **Hackaton HART from HEC**  
Design & produce a product in relationship with art

2017 **Ionis Project Week from Ventessprivée**  
Optimise the Ventessprivée experience

## Skills

### UX Design

User Research Data analysis A/B tests

### UI Design

Figma Sketch Wireframes

### Brand Design

Adobe CC Logo Design Typography

## Work Experience

2023 — Now **Product/ Brand designer at M!chel** ↗  
**Freelance**

Crafting Human-centered interfaces and brands with a unique touch!

2020 — 2022 **Product designer at Shopmium** ↗  
**Permanent**

Revamped app & create the design system, active member of the rebranding, user base scaled to 10M, launched in US market, created designer recruiting process.

2018 — 2019 **Art director at Vitaline** ↗  
**Apprenticeship**

Redesigned brand, packaging, and voice & tone.

2017 — 2018 **Graphic designer at Sociable** ↗  
**Internship**

Created motion designs, defined motion style for tutorials, designed B2B interfaces.

2013 — 2018 **Graphic designer**  
**Freelance**

Crafted branding, defined voice & tone, developed communication strategies for multiple brands.

## Interests

Photography Cinema Innovation Drawing AI Keynotes

Typography HTML/CSS/JS NextJS Typescript Swift

Running Gym Dad Jokes Worldbuilding TTRPG Art

## Statements

### 👉 Human before All

Designing with empathy, I prioritise people's needs, emotions, and experiences. Creating impactful products that truly resonate is my goal. I want to work for human, not products.

### 👉 Respect & Privacy

Respecting user privacy is a core value in my design practice. By implementing privacy-by-design principles, I prioritise user trust and empower them with control over their information, fostering a respectful and secure digital environment.

### 👉 Accessibility

Creating inclusive experiences lies at the heart of my design approach. I am dedicated to ensuring that everyone, regardless of ability, can access and enjoy digital products.

## Key strengths

### Empathy

A superpower for understanding users' wants and needs, building connections that truly resonate

### Curiosity

Always in exploration mode, diving headfirst into new knowledge and uncharted territories

### Creativity

A master of concocting fresh ideas and sprinkling magic into every project, leaving a lasting impression

### Multidisciplinary

A multi-talented maestro, seamlessly weaving skills from various fields into a harmonious symphony of innovation

### Team player

Embracing diverse perspectives, eagerly embracing new ideas, and fostering a collaborative environment where innovation thrives

### Human-centric

Putting people at the heart of everything, designing experiences that make a real impact. Seamlessly

## Referees



**Sam Brodie** ↗



**Partner, Design and cofounder at &Now**

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**Quentin Leredde** ↗



**Head of Product & Tech at Shopmium**

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**Jon Beill** ↗



**Global Managing Director at Shopmium**

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**Masha Androsova** ↗



**Senior Product Manager at Shopmium**

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**Antoine Puechbroussou** ↗



**Head of Marketing and Sales at Vitaline**

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**Jonathan Munn**



**Head of UX/UI Specialisation at e-artsup**

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