



# Product Designer

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[mr-michel.com](https://mr-michel.com)

#Human #DesignWizard #TechEnthusiast  
#TypoManiac #PixelPerfect #AAAGuy

## Education

2014 - 2019

**Master Art Direction, and interaction design** ↗

*e-artsup*

2018

**Digital Business** ↗

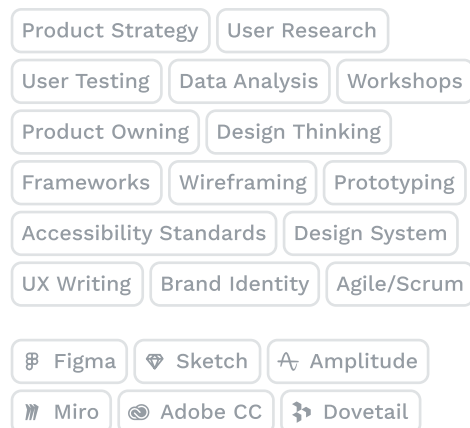
*HEC - Certificate*

2017

**Digital Entrepreneurship** ↗

*HEC - Certificate*

## Skills



## Awards & Features

2021

**Speaker on the LPCx Paris** ↗

*How to ally rebrand and UX redesign*

2018 & 2019

**Hackathon HART from HEC**

*Imagine et design a product about art*

2021

**Ionis Project Week for Ventessprivée**

*Optimise the Ventessprivée experience*

Versatile Product & Brand Designer with 7+ years of experience creating user-centered digital experiences. Known for developing comprehensive design systems, implementing accessibility standards, and leading cross-functional teams.

Entrepreneurial mindset with strong focus on data-driven design decisions and measurable outcomes.

## Professional Experience

2023 - Now

**Product/ Brand designer at M!chel** ↗

*Freelance / Remote (France, Australia, New Zealand, United States)*

- **Led** end-to-end design process for Web3.0 clients
- **Established** comprehensive design systems on Figma with detailed documentation on Notion
- **Conducted** accessibility audits and implementations for digital products, achieving WCAG 2.1 AA compliance
- **Executed** UX/UI consulting with focus on interface simplification and rationalization
- **Collaborated** with development teams to ensure pixel-perfect implementation across multiple platforms

2020 - 2022

**Product designer at Shopmium** ↗

*CDI / Paris, France*

- **Created** and **implemented** design system from scratch, improving design consistency across B2C and B2B cashback applications
- **Complete** UX/UI redesign that improved app store ratings to 4.6
- **Facilitated** user research workshops and testing sessions, generating actionable insights for product improvements
- **Managed** transition of interfaces and design system from Sketch to Figma
- **Collaborated** with marketing team on rebranding initiative, ensuring cohesive implementation across touchpoints

2018 - 2019

**Art director at Vitaline** ↗

*Alternance / Paris, France*

- **Conducted** comprehensive market research and competitive analysis, identifying key positioning opportunities
- **Developed** complete rebranding strategy and visual identity
- **Created** cohesive design guidelines and assets for digital and print applications

## Interests

