

EXPERIENCE

Design co-founder

Skile 2024–2026

From design to production code: conception 0 to 1 of Popt, a private iOS productivity app with local intelligence.

Product framing with the founder, user research and testing.

Interface implementation (React, SwiftUI).

✧ 5/5 rating (organic) on the App Store, 3,460 downloads in 9 months.

Independent designer

LundiMardi 2014–present

Projects led end to end, from the client relationship to front-end implementation, for start-ups, SMEs and national institutions (SIA, FONSART).

Client acquisition, costed proposals, developer specs, roadmaps.

Prototyping and redesign of mobile payment apps, visual identity, marketing materials.

Project: Mobino. Client: web pioneer Jean-François Groff.

Contextual inquiry into parking management, interaction design, data visualisation.

Project: SP web. Client: Schick Electronic.

Strategic analysis, development of a web editorial concept and front-end implementation (WordPress). Expansion of NotreHistoire, a collaborative platform on the history of French-speaking Switzerland. *Project: L'Inédit. Client: Fondation FONSART.*

✧ Recurring clients over a decade.

UX designer

EPFL, DHLAB 2016–2025 (3 fixed-term contracts, part-time)

Design-led integration of several distinct research projects into a single, coherent platform: Time Atlas, an interactive spatio-temporal map.

Solving dense geographic and temporal navigation across 100K+ entities.

Redesign of specialist tools: image annotation for neural-network processing, geographic alignment module for historical maps.

Design of a visual-similarity search within a pictorial corpus, including a contribution-traceability module.

✧ Delivery of Time Atlas (FNS project Parcels of Venice), a reconstruction of past relationship networks from European historical archives.

UX designer

HEIG-VD, Media Engineering Institute 2021–2024

CarbonViz. Browser extension estimating the carbon footprint of web browsing, from concept to data visualisation and user testing.

Leading applied R&D projects (sustainability, civic services, museums, archives) within a team of 8 developers and designers.

✧ CarbonViz unlocked funding for subsequent projects (Home, SIL partnership).

Co-founder

Text Machines Reports 2016–2018

User experience and new-business prospecting. B2B SaaS for financial reporting.

Built an MS Office-compatible workflow and a semantic editing interface for print publications.

Lecturer

HEIG-VD 2019–present • Eracom 2014–2022

Teaching UX, user-centred methodology, supervision of diploma projects.

Before 2014

Lead UX designer (team of 3). Redesign of the **Pictet Asset Management** intranet, via agency (2013).

Art director. Bread and Butter SA / Bookapp (2006–2009): iPad and web interfaces, iPad editorial projects: **Jaeger-LeCoultre**, **Omega**, **Le Monde**, **BNF**.

Graphic & web designer. **Bread and Butter SA** (2004–2006): identity, visual communication, websites.

SKILLS

Product design	0→1 and iteration, native & web, prototyping, reusable components and design-system thinking.
UX research	Qualitative interviews, usability testing, synthesis, information architecture.
Design in code	Implementing design in production: HTML/CSS; visual layer (styles, layout, typography) in React and SwiftUI.
AI-assisted design	Rapid prototyping, integration of LLM workflows.
Tools	Figma, Sketch, Affinity, Adobe, Cavalry, Rive, Claude Code, v0.
Business	Client acquisition, proposals, pricing, scope management, delivery coaching.

EDUCATION & QUALIFICATIONS

MFA in artistic practices. HEAD, Geneva.
Thesis on immaterial labor in art; diploma on the future of work.

BFA in photography. Gerrit Rietveld Academie, Amsterdam.

CFC graphic designer. Eracom, Lausanne.

FCE, First Cambridge English.

LANGUAGES

French. Native language.

English. Spoken and written; primary working language at Skile and EPFL.