

SELECTED PROJECTS

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2020–2025
PORTFOLIO

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About

I’m a cross-disciplinary designer with experiences in the food industry and communication agencies. I now collaborate as a freelancer helping organisations shape their brand, strategy, and early-stage products.

I’m currently completing a postgraduate program at the IMT Paris Business School incubator, where I explore how design drives business growth, innovation, and decision-making, including the strategic use of AI in design processes.

I thrive when my practice centres in workshops, co-creation tools, speculative design and visual facilitation.

Outside of work, I draw, write, knit, and practice martial arts to stay creative, grounded, and challenged.

Tools

After Effects, Premiere Pro, Photoshop, Illustrator, Affinity designer, Procreate , Touch designer, Cinema4D, Figma, Notion, Miro, Flourish.

Collaborations

Yames Brazil, Agrodan, Nova partners, Ty house conciergerie, Jara blanca, l’Arbre aux étoiles, Super Eclectic, Peppermint agency, Mixbuffet.

Education

Institut Mine Telecom Paris Sud
 Innovation, design engaged entrepreneurship
 Postgradute Degree

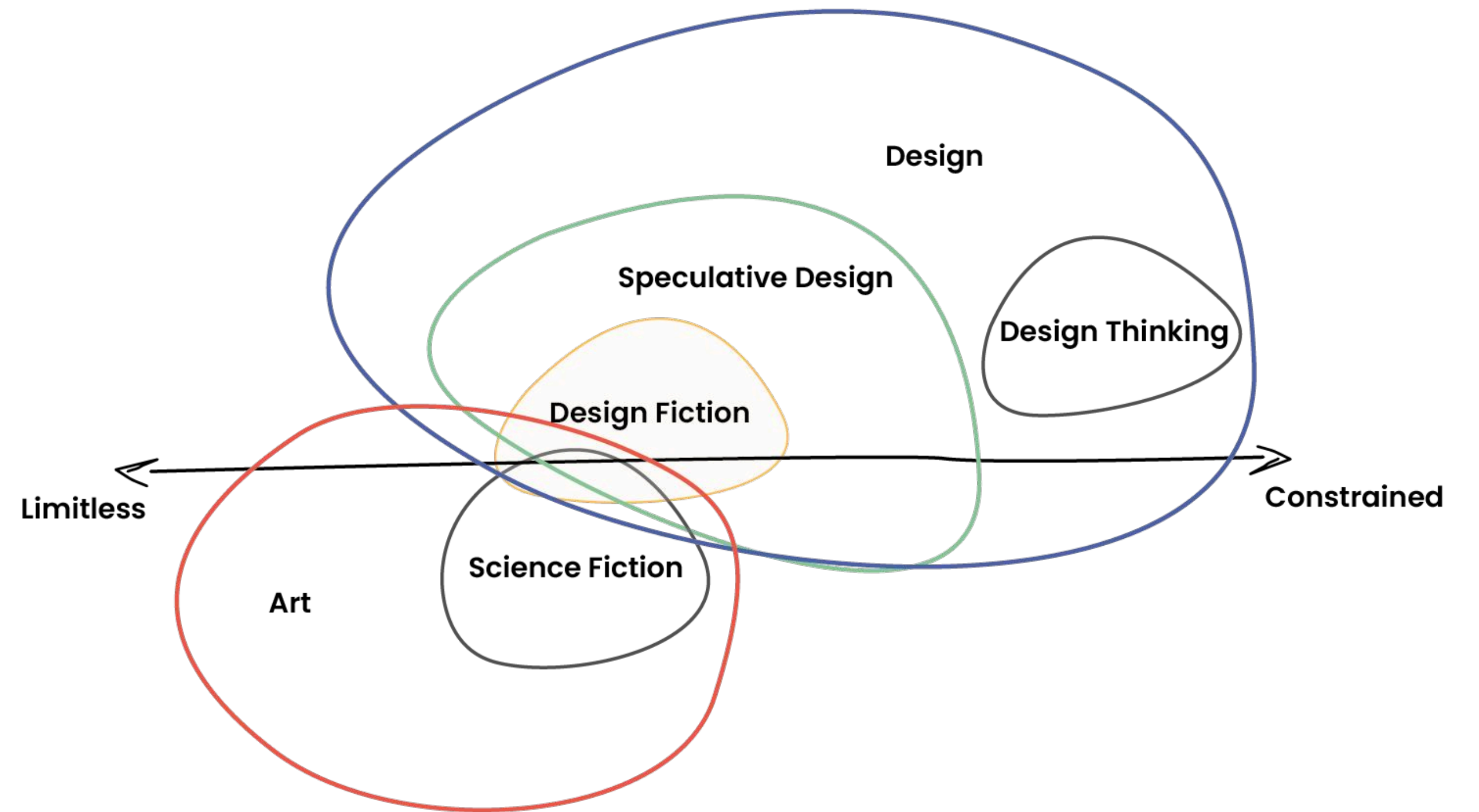
L’école de design de Nantes Altantic
 Food Design Master Degree
 Motion Design Bachelor

SELECTED PROJECTS

This portfolio showcases a selection of projects from different contexts to highlight how I work and think as a designer.

Food is a recurrent topic, but my practice is cross-disciplinary and evolving toward strategic design and innovation.

If you'd like to see more, you can explore my full portfolio on [Behance](#).



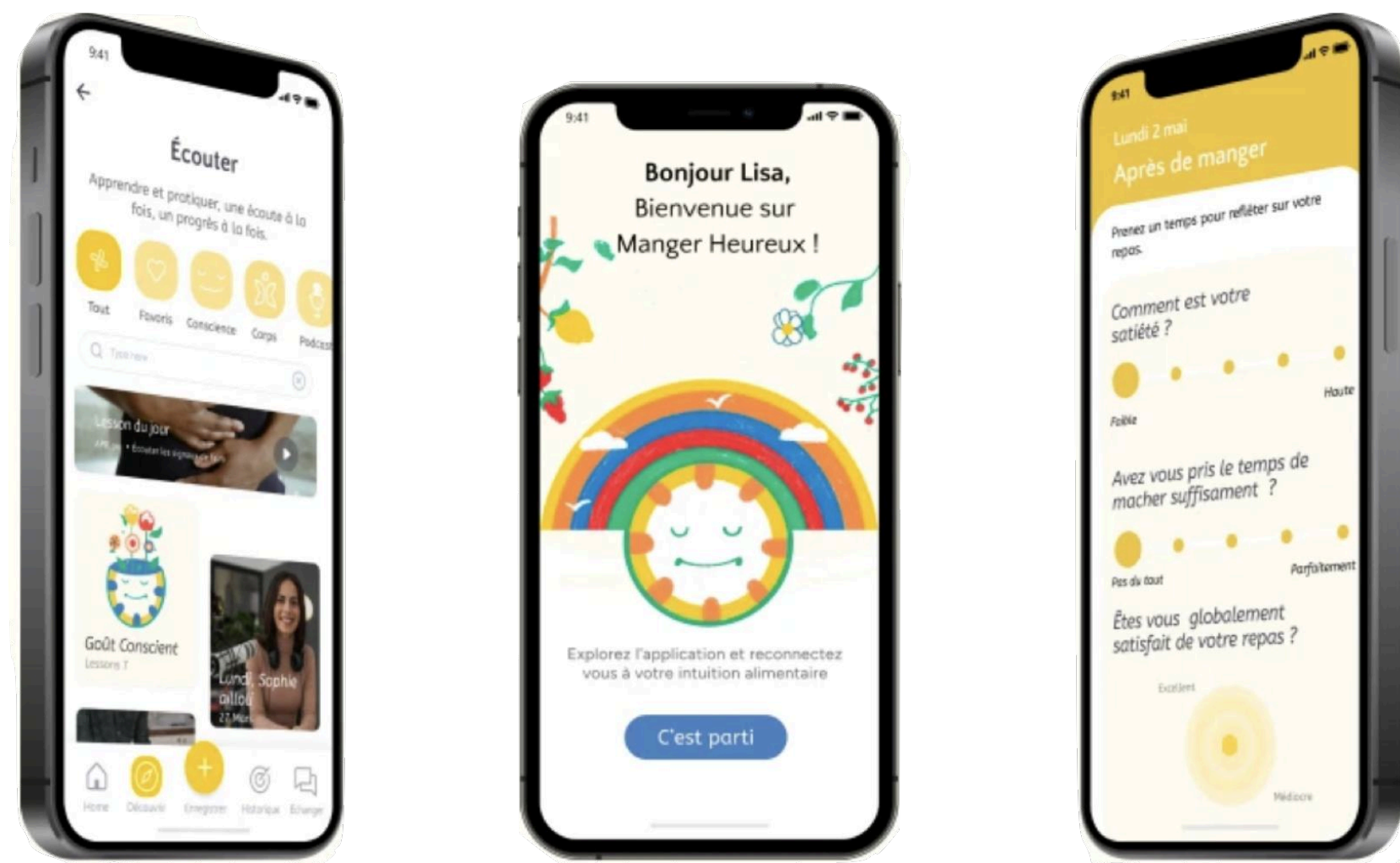
Schematics inspired by Elliott P. Montgomery

MANGER.HEUREUX

SCHOOL PROJECT

END OF STUDY PROJECT

UI/UX DESIGN . RESEARCH . SYSTEMIC DESIGN



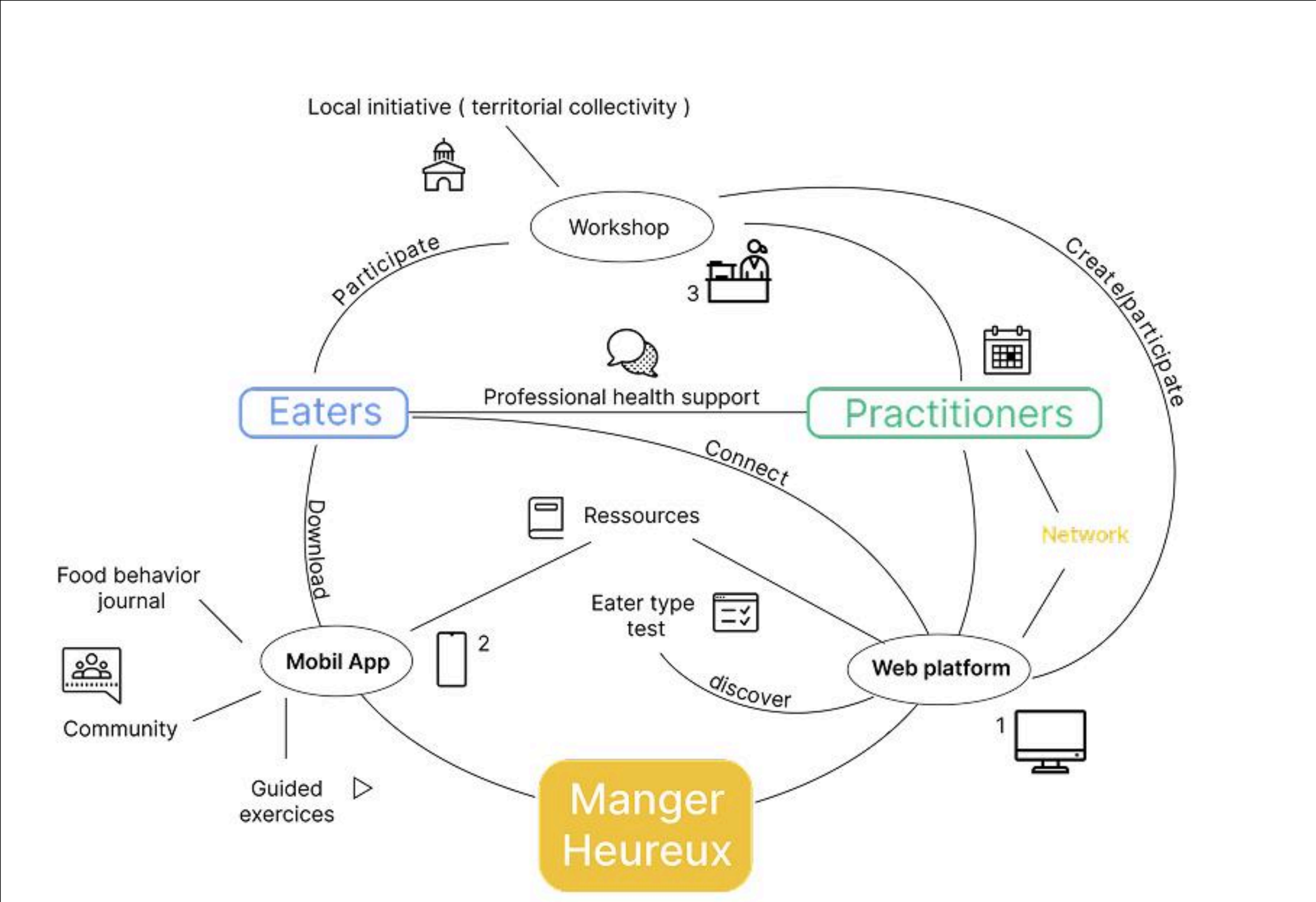
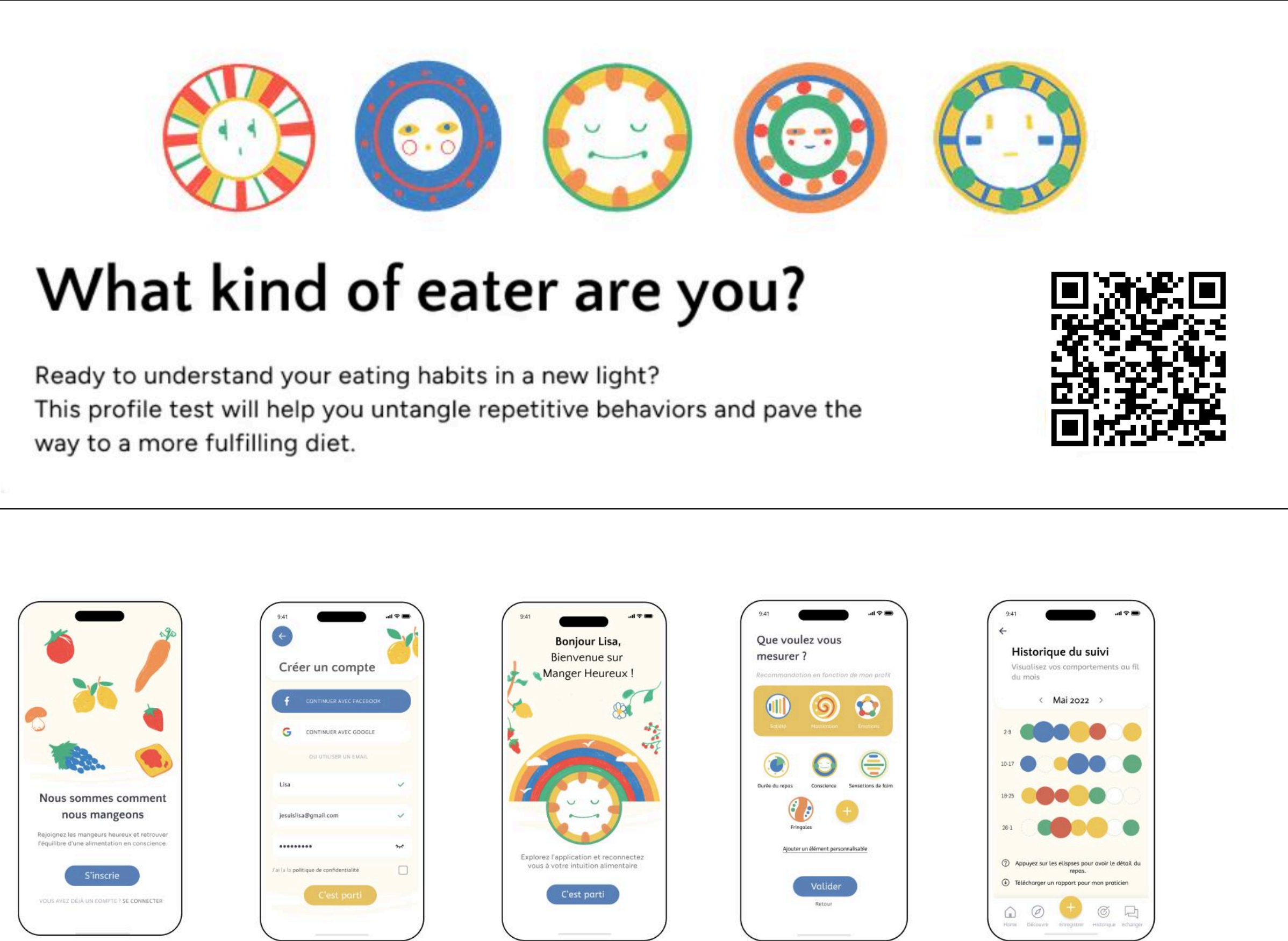
As my final-year project, I explored modern eating behaviours from anorexia to overeating. I set out to rethink how individuals can rebuild a healthier, more compassionate relationship with food.

The project unfolded through several phases, beginning with qualitative research that combined interviews, behavioural mapping, and insight co-analysis with both a nutrition expert and a food-behaviour coach. These learnings informed a series of co-creation workshops with practitioners and users, where we identified key pain points and opportunities.

Building on this foundation, I designed Manger Heureux, a holistic ecosystem composed of an online platform, a mobile app, and a coordinated network of specialised practitioners offering workshops, coaching, and long-term follow-up.

At the core of the solution is a diagnostic test co-designed with experts, helping users understand their eating patterns and receive personalised guidance. The ecosystem is intentionally designed as an alternative to traditional calorie-tracking apps, offering users a blend of digital support, human connection, and long-term behavioural transformation.

[Learn more about the project](#)



As a complement to the Manger Heureux project, **I conducted a thesis exploring the intersections of food, technology, and society, and their impact on future health and well-being.** Drawing on concepts such as nutrigenomics and Shokuiku (Japanese food education), I examined our relationship with food, its role in daily life, and its potential evolutions.

This research was supported by fieldwork and experimental data collection using physical media, providing grounded insights into behaviours and practices. A dedicated chapter focused on data visualization and prospective design, allowing me to imagine concrete future scenarios and raise awareness of emerging ways to engage with food and nutrition.

[Find the full thesis here](#)

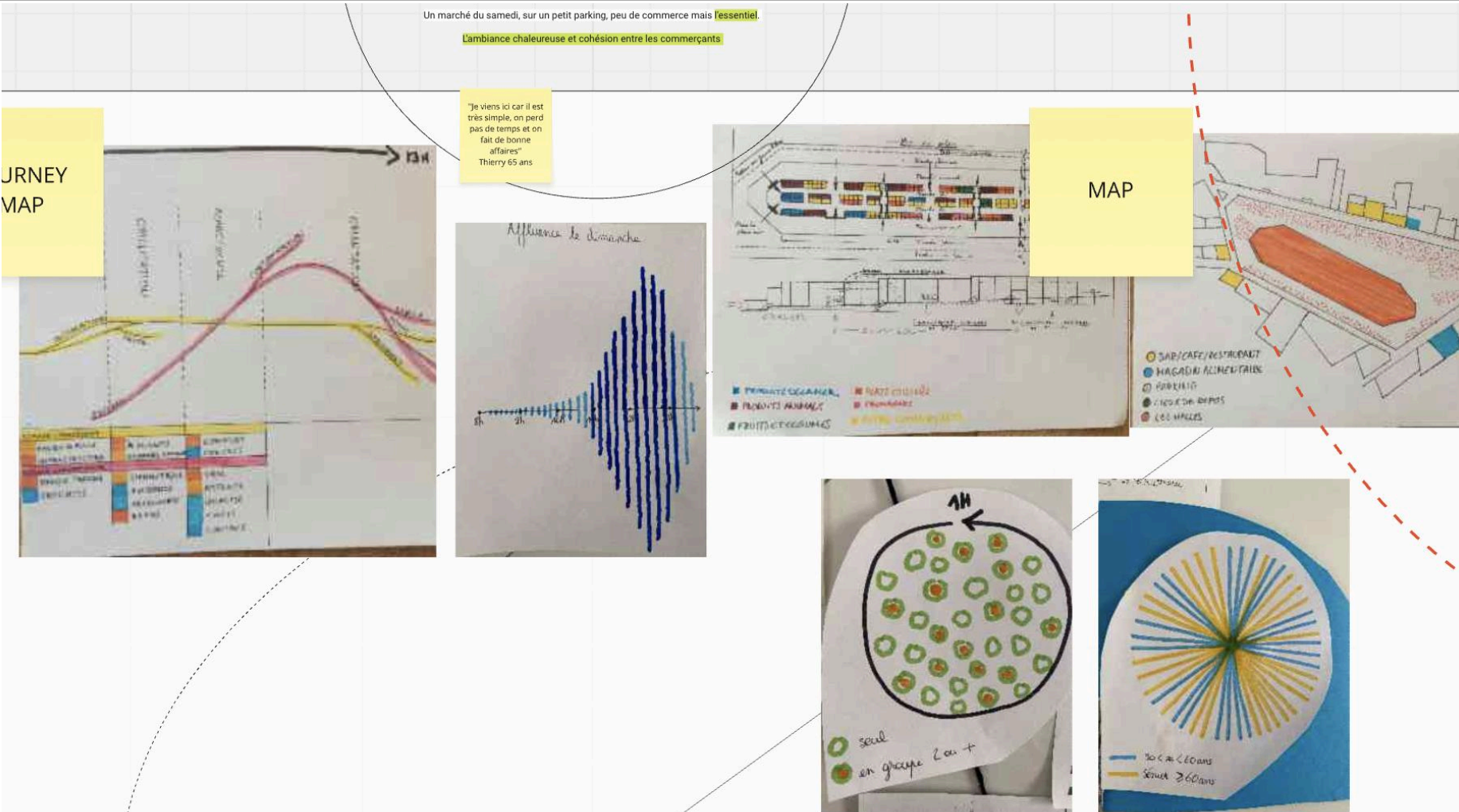
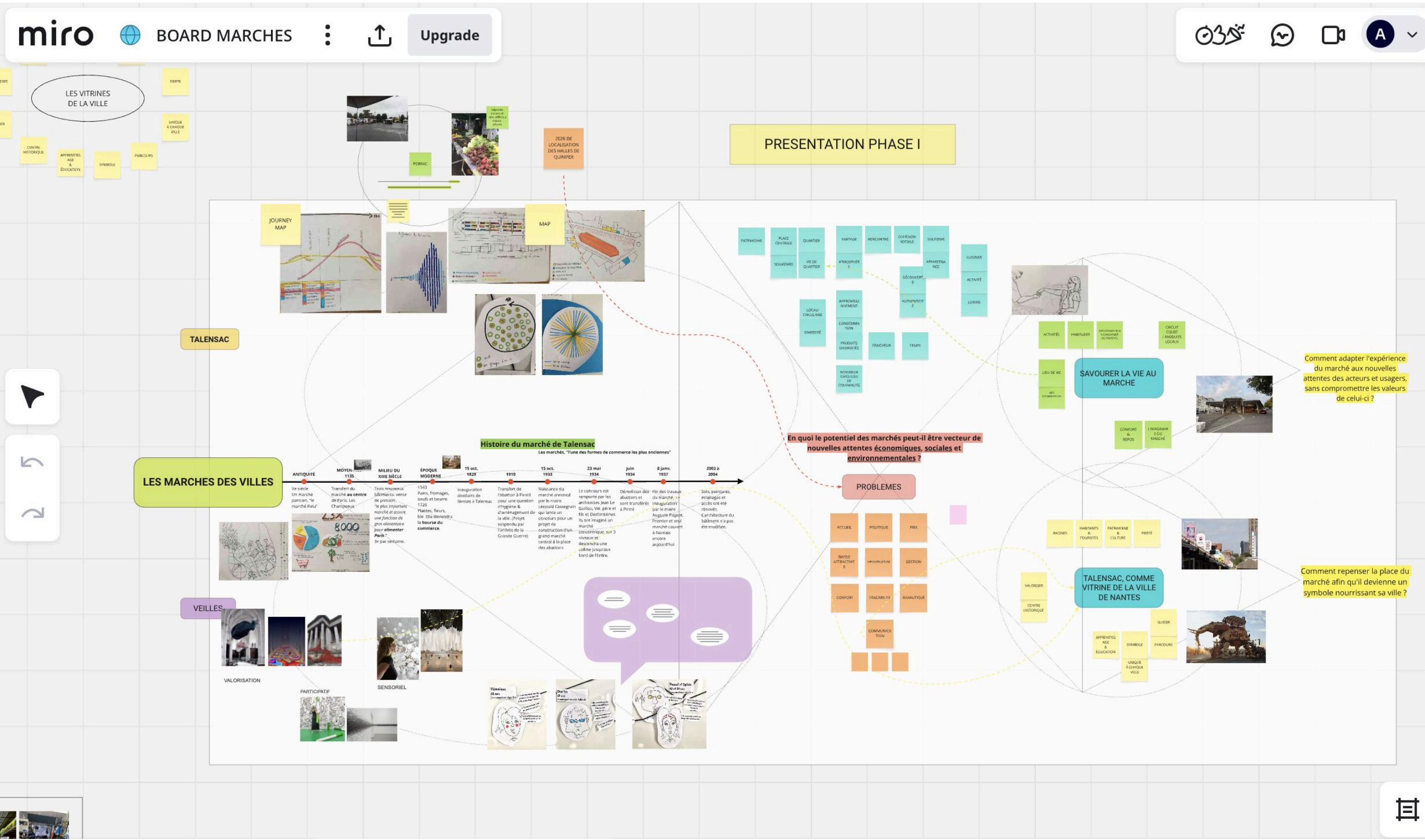


MARKET.FUTURE

MASTER PROJECT

PARTNERS PROJET CITY OF NANTES
FIELD WORK . RESEARCH . WORKSHOP

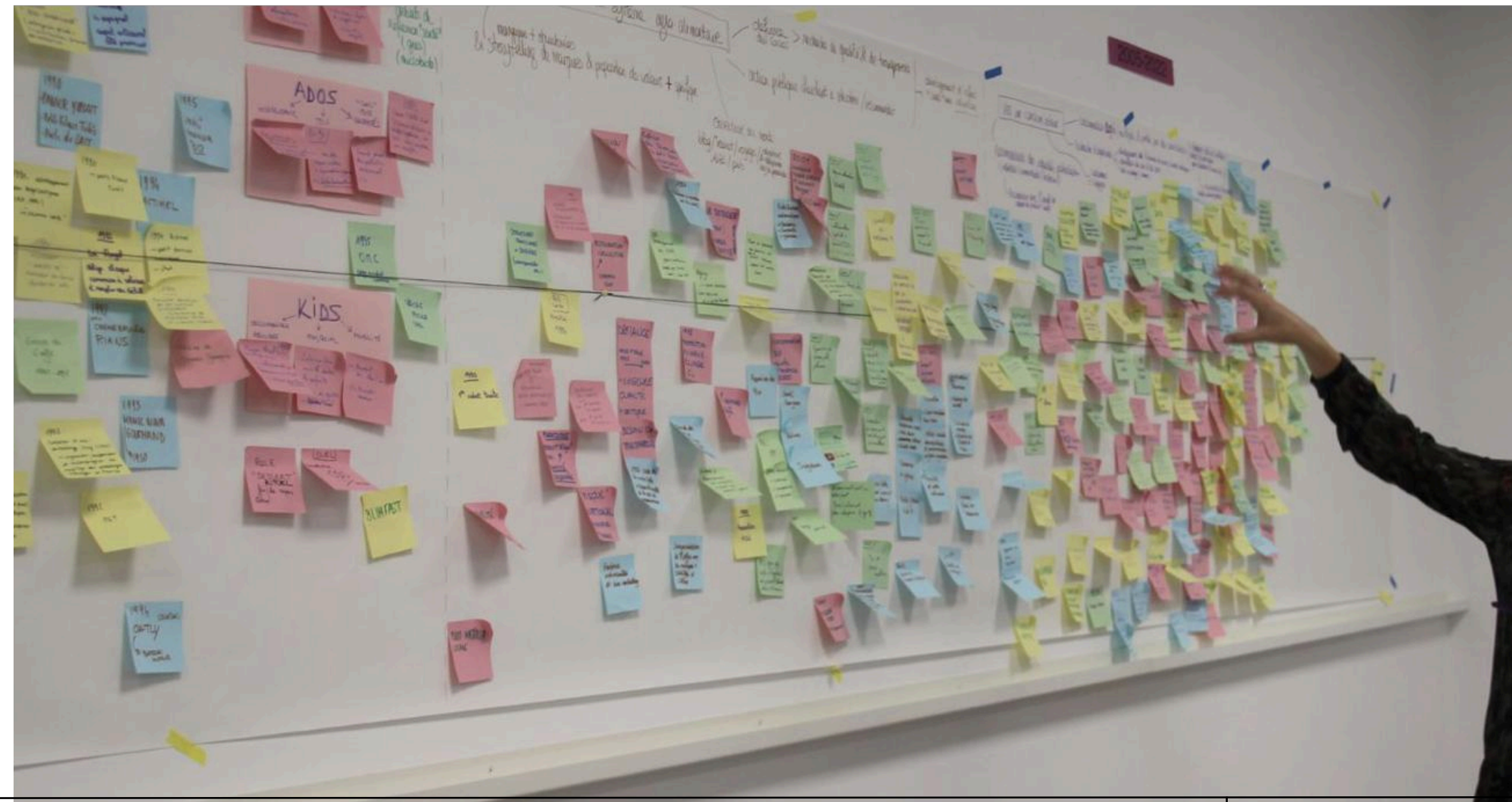
In the context of major food, environmental, and social transitions, the city of Nantes sought to rethink the future role of its public food markets. As part of a collaboration with City Lab master’s students, we carried out an exploratory research phase combining field immersion, stakeholder interviews, observations, mapping, sketches, and datavisualization. During this 3 month project we facilitated both online and in-person workshops with local partners to point out insights and emerging needs. This early-stage work laid the foundation for co-constructing innovative scenarios for the food markets of tomorrow. Here you can find extract of Miro workshop, picture of the field work and on site data visualization.



FUTURE YOGURT

WORKSHOP

INNOVATION FOR CORPORATION
PROSPECTIVE DESIGN.DESIGN FICTION



This prospective design workshop supported the R&D team of an agri-food company (confidential) in exploring innovation opportunities through a structured strategic design approach. The process began with a past-future timeline integrating trends and points of friction to understand the company's historical context and anticipate emerging challenges. Using design fiction methods, participants created "quick and dirty" mood boards to stimulate discussion and generate ideas for potential product and service innovations.

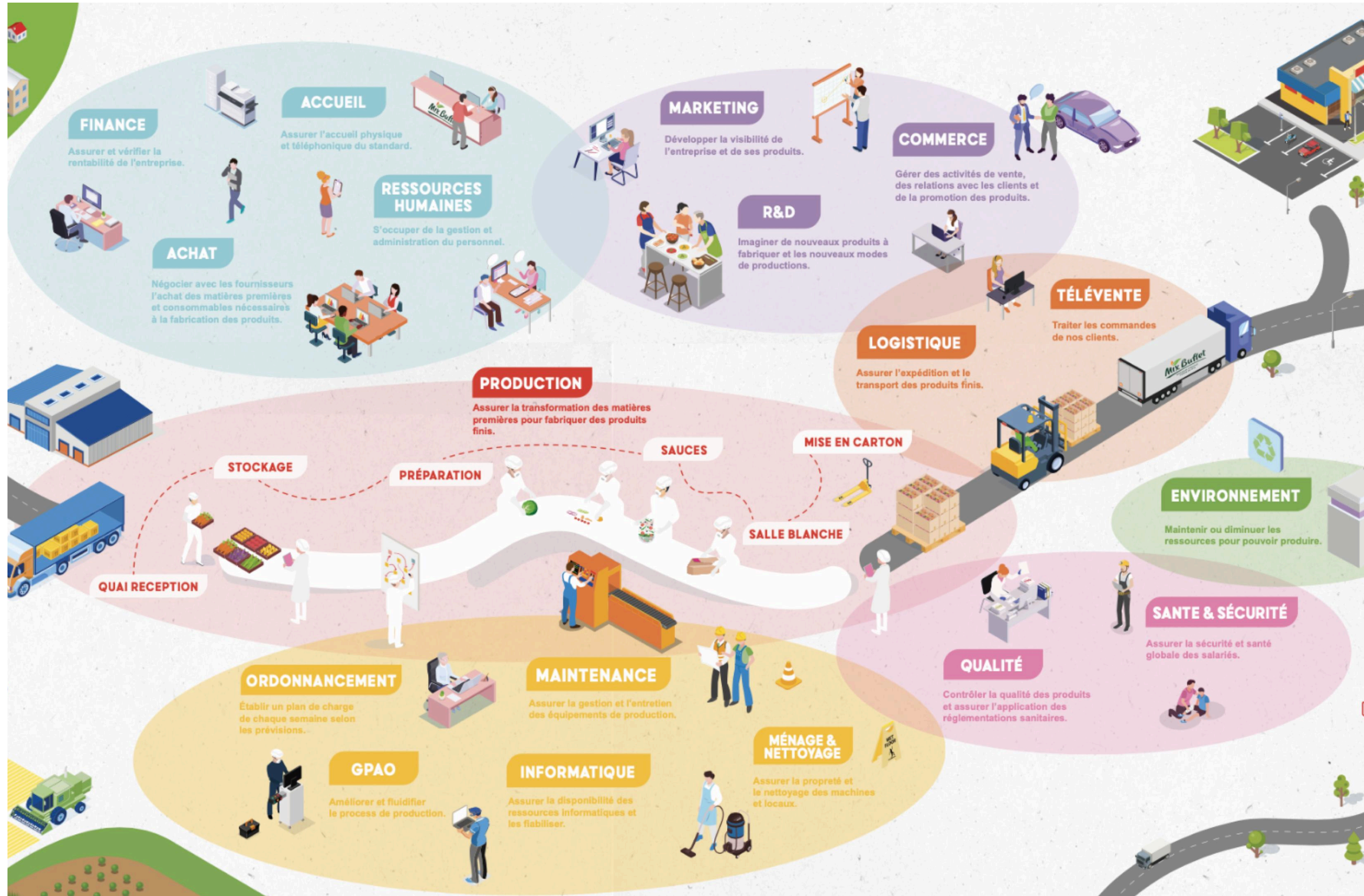
Throughout the workshop, the focus was on framing opportunities according to desirability, viability, and feasibility (DVF), ensuring that proposed concepts were not only innovative but also aligned with user needs, business goals, and practical implementation constraints. This approach enabled the team to explore forward-looking ideas while grounding them in strategic considerations for actionable innovation.



AGRO JOURNEY

INFOGRAPHY

FOOD INDUSTRY COMMUNICATION
GRAPHIC DESIGN.DATA VISUALISATION



As a designer in an agro industry, I took the opportunity to **facilitate the integration of new employees** by making the company's internal organization clear and accessible. In collaboration with HR, I designed a visual map of the product journey from A to Z, highlighting the role of each department and how they interact throughout the process. This map was then integrated into an e-learning module, which I also contributed to, ensuring the information was engaging, intuitive, and easy to navigate for new recruits

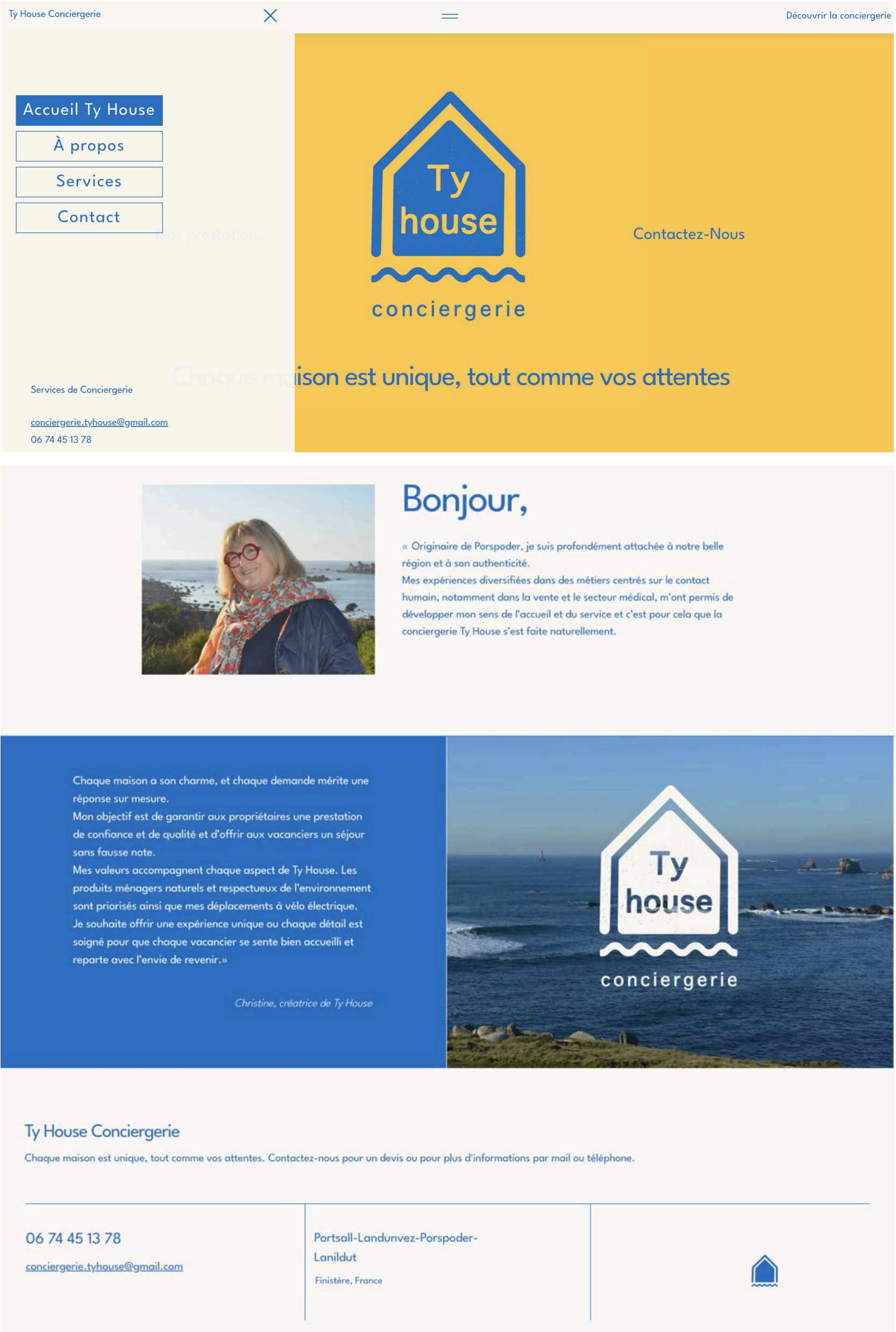
TY HOUSE

BRANDING

BRAND IDENTITY FOR A CONCIERGE SERVICE
GRAPHIC DESIGN.WEB DESIGN

As a freelancer, I enjoy supporting the creation and growth of small businesses. One example is Ty House, a concierge company in Brittany, where I helped define its visual identity and brand presence. The project involved comprehensive brand strategy and project management: conducting research and mood board exploration, designing a cohesive graphic charter, adapting it across print materials (business cards, flyers), and developing an SEO-optimized showcase website. I also supported administrative procedures and launch strategy to ensure a smooth market entry.

The resulting brand identity captures the maritime spirit of the Brittany coast while reflecting the welcoming personality of the founder



CACTI SNACK

FOOD PRODUCT DEVELOPEMENT

FOOD INNOVATION CONTEST
FOOD DESIGN.PACKAGING DESIGN

Over a period of six months, I collaborated with a team of agri-food engineers and designers to participate in a food innovation contest. In response to climate change, we explored the use of the Nopal cactus, a resilient plant now cultivated in southern France, as a sustainable new food resource.

The project combined strategic research, product development, and design thinking: from feasibility studies and market analysis, to prototyping, consumer testing, and the creation of a visual identity and storytelling. We also developed a business model and strategic approach to position the product effectively.

The resulting product, Cacti, is a nutritious, refreshing roll made from French Nopal, low on the glycemic index, reflecting both sustainability and innovation.

[See more about the project](#)



Thank you for taking
the time to explore
my work!

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