

Jules de Marchi

PRODUCT DESIGNER · UX/UI

2 YEARS IN B2B SAAS · FASHION & WHOLESALE

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Product Designer with **2 years of experience in B2B SaaS** at ModaResa (web and mobile platform for fashion wholesale), looking for a **UX/UI or Product Design role**. Available immediately.

WORK EXPERIENCE

ModaResa, Paris
12/2024 – 11/2026

Product Designer — B2B SaaS · work-study, 2 years

- Designed ModaResa's **new mobile app from scratch**.
- Designed key features of the web platform: **heatmap, dashboard, CRM**.
- Integrated **generative AI (LLM)** into the product and built the **design system**.
- UX research and user needs analysis, user journeys, wireframes, prototypes and Figma mockups, user testing.

Freelance, Paris
2022 – 2024

Web Designer & Graphic Designer

- Designed and redesigned showcase and e-commerce websites (WordPress, Shopify), Figma mockups and prototypes, UX/UI optimization.
- **Rare Brussels** (clothing brand): full visual identity and website mockup.

Infinity Agency, Brussels
05/2023 – 07/2023

Web Design Intern

UX/UI mockups, brand guidelines and advertising visuals.

Metropolitan Films, Paris
05/2022 – 07/2022

Community Manager Intern

Promotional content (videos, posts) for social media, marketing strategy and Google Ads campaigns.

Web School Factory
2020 – 2026

Client projects in Product Design

For **Loxam, Engie, FDJ, Asmodee, Aramis Auto, Nexity, Malakoff Humanis**: UX research, user flows, Figma prototypes, user testing, A/B testing, collaborative workshops, design systems and project management.

EDUCATION

Web School Factory, Paris
2020 – 2026

Master in Digital Innovation Management

French RNCP Level 7 — digital management school, project management and web design.

Keimyung University, South Korea
09/2023 – 01/2024

Exchange semester

UX/UI design, Korean language and culture.

Lycée Victor Duruy, Paris
2019

French Baccalaureate — Science

Specialization in Computer and Digital Sciences.

SKILLS

Design

UX/UI, UX research, prototyping, design systems, web design

Tools

Figma, Adobe Suite, Canva, WordPress, Shopify

Project & client management

Linear, Notion, Airtable, Slack; key account management

Languages

French (native), English (fluent), Spanish (intermediate)