FELIX BLANC

PRODUCT DESIGNER
INDUSTRIAL DESIGN BACKGROUND

felix@felixblanc.com
Portfolio / LinkedIn
Paris, France

Product designer with an industrial design background who loves building things from the ground up, from physical products to B2B SaaS platforms and design systems. Looking to join companies that value design and are building products with real impact.

EXPERIENCE

Lead Designer (Freelance)
Moshun.Earth
Mar 2026 - Present

- Owned end-to-end design for OVAI, a B2B SaaS platform for marine conservation investment, now used by 5+ project developers (30+ screens: dashboard, project detail, data visualisation)
- Shaped the design system from the ground up (70+ components, design guidelines)
- Led the product experience across core user flows, validated with 20+ project developers (new project, document upload, document analysis, data edit)
- Directed brand assets and product pitch decks

Product Designer
Freelance
Jan 2025 - Present

- Redesigned Poiscaille's e-commerce checkout funnel (addressed the two main drop-off points identified through 20+ interviews and testing sessions)
- Identified user needs through research to guide product decisions for DevMatters
- Redesigned key user flows for ProjectsForLife, a collaborative social impact platform (registration, user-created organisation and personality pages)

Industrial Designer
Agence Christophe Pillet
Sep 2023 - Jun 2024

- Collaborated on 20+ furniture and object collections for international brands and private clients: Kreoo, Talenti, Porro, Ice Tropez
- Assisted the head designer from design concept development to final product presentation decks

Designer & Founder
AESTORY Studio
Jun 2020 - Dec 2024

- Founded and led an independent studio for bespoke furniture, homeware collections and spaces
- Directed homeware products from concept through manufacturing (16+ products)
- Built the studio's brand identity, website and visual presence (brand book, product catalogues, social media posts)
- Developed B2B and B2C sales channels across 5 countries

EDUCATION

MA Industrial Design
Central Saint Martins (UAL)
Sep 2018 - Jun 2020

- Graduated with distinction from one of the world's leading art and design institutions
- Studied UX design, research methodologies, strategy and industrial practice for enterprise

BA Product Design
ESAD (Saint-Etienne)
Sep 2015 - Jun 2018

- Graduated with a 2:1 from one of the top 5 design schools in France
- Studied product, graphic and space design with an emphasis on object design

SKILLS

Design & Prototyping	Figma, FigJam, Adobe (InDesign, Photoshop, Illustrator), Miro, Claude, ChatGPT, Framer, Squarespace, Rhino3D, KeyShot, Ultimaker
Soft skills	Empathy, collaboration, attention to detail, curiosity
Expertise	UX methodologies, UX design, UI design, critical thinking, market research, user research, design systems, project management (agile), creative problem solving, mobile & desktop design, wireframes, IA, design thinking, user flows, AI, 3D design
Languages	French (native), English (bilingual), German (B1), Italian (A2)

ACHIEVEMENTS

Magazine feature	British Vogue (2021), Occurrences (2017)
Grant	UAL Creative Business Accelerator (2020)
Exhibited work	International Design Biennale (2017), Antenne Gallery (2017)

CERTIFICATION

UX/UI Design Ironhack 2024	Strengthened skills in product design (UX/UI)