

Strategic Product Lead with over 10 years of experience architecting end-to-end digital products that drive measurable business outcomes. I specialize in bridging the gap between technical complexity and user-centric design to help companies scale. My approach is rooted in a problem-first philosophy, ensuring that every feature I build serves a clear strategic purpose to solve real business challenges. I thrive in fast-paced environments that demand both technical rigor and design-conscious execution.

Work Experience

May 2018 - ongoing	Head of Technology & Product <ul style="list-style-type: none">Led the Digital Product unit, spearheading end-to-end websites, web-applications, e-commerce and workflow automation for diverse client portfolios.Architected an AI lead management pipeline for Yacht Charter Network, automating cross-platform workflows across CRM, payment, and communication APIs.Scaled high-traffic e-commerce platforms for Westime, Native Pet, and Skin Office Paris, driving performance optimizations and doubling AOV for key client platforms.Engineered integrated retail solutions for Eclipse Sample Sales, syncing physical/online operations with barcode tracking and a custom analytics dashboard.Delivered lead-generation infrastructure for Canon Canada and high-growth B2B brands, utilizing Salesforce/Hubspot APIs and data-driven landing page architecture.Developed high-engagement applications, including a real-time travel platform for TTC Tour Brands (Nuxt/Socket.io). Acquired by Apollo Funds in 2024.Developed the TripSitter.Clinic website, admin panel, and mobile application.Developed the AAA Inspected Platform Marketplace using Elasticsearch and Next.js.Built the Agency website with WordPress GraphQL API and Nuxt.Developed key brand platforms for ClayAIR (acquired by Qualcomm) and Prive Revaux (acquired by Safilo), supporting high-growth enterprise acquisitions.Launched the Magazine Shut Up And Go for 1M+ subscribers YouTubers Damon & Jo for their Travel Community.	Bold+Beyond LA Consulting & Creative Agency Los Angeles, California, USA
Feb 2017 May 2018	Front-End Developer <ul style="list-style-type: none">Collaborated with French Accelerator to launch European tech startups in the US by developing their websites across various industries.Developed client websites using WordPress and WooCommerce.	Bold+Beyond LA Consulting & Creative Agency Los Angeles, California, USA
Jan 2016 Jan 2017	Lead Front-End Developer <ul style="list-style-type: none">Lead the development of Perspective Digital rebranding bringing new business opportunities and industry credibility to become an agency.Lead the development of websites for clients with WordPress and Craft CMS, created client-facing APIs.	Perspective Digital GmbH Agency for Digital Brand Experience Berlin, Germany
Dec 2016 Dec 2014	Lead Front-End Developer <ul style="list-style-type: none">Apprenticeship to validate my Master's degree.Lead websites development for clients with WordPress, Prestashop, and Drupal.	Bold+Beyond Consulting & Creative Agency Paris, France

Skills

Technology

Core Engineering: TypeScript, JavaScript (ES6+), Node.js, Fastify, Koa, Express.

Frontend Ecosystem: React, Next.js, Vue, Nuxt, TanStack, Svelte, Astro, Tailwind CSS, SASS.

Infrastructure & Data: AWS, DigitalOcean, Algolia, Elasticsearch, Socket.io, Git.

Mobile & Cross-Platform: React Native.

Platforms & Integrations: Shopify Plus, BigCommerce, WordPress, Strapi, Contentful, Sanity, Salesforce, HubSpot.

Design

Sketch, Figma

Photoshop

Illustrator

Indesign

After Effects, Premiere Pro

Others

Native French Speaker

Fluent in English

Project Management

E-Marketing

Marketing

Education

2010 - 2015

HETIC, France Hautes Études des Technologies de l'Information et de la Communication. (Masters Degree)