

ARNAUD DARRÉ

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Education

2010 – 2015

MA in Art Direction & Graphic Design (1st)

[ESAG Penninghen \(Paris, France\)](#)

Sep – Dec 2013

Academic exchange, Graphic Design Major

[OCAD University \(Toronto, Canada\)](#)

2007 – 2010

Baccalauréat Maths Major with honors, option fine arts

[Lycée Chaptal \(Paris, France\)](#)

Interests

Activities

Drawing, cooking, playing tennis,
producing personal projects, DJing,
making playlists and mixtapes.

Volunteering

- **Kalkeri Sangeet Vidyalaya:**
NGO that provides dance and music
classes for underprivileged children
in India.
- **Pete the Monkey Festival:** art and
music festival which raises money
and awareness to build and maintain
wildlife parks in South America in
logging areas.

Languages

English

Bilingual

French

Native

Product & brand designer

With over eight years of experience design, I am passionate about creating and enhancing digital products and platforms that are user-friendly, engaging, and functional. I have a strong background in branding and UI/UX design, as well as front-end development skills that allow me to bring my designs to life with code.

Experience

Nov 2020 – Sep 2023

Head of Product and Design, Co-founder

[Bluto - Bread delivery service \(London, UK\)](#)

- Founded and operated Bluto, a successful e-commerce company, gaining valuable experience in business development and management.
- Designed an innovative digital e-commerce platform and its design system, and oversaw its development, managing freelancers; maintained it by resolving daily issues and building new features, optimising the user experience with direct user feedback.
- Developed and established Bluto's brand image and guidelines; created impactful marketing materials that engaged our target audience.

Apr 2018 – Jan 2022

Midweight Graphic & Web Designer

[Applied Blockchain – Blockchain consultancy \(London, UK\)](#)

- Introduced design services to customers, expanding the company's offerings and generating new revenue streams.
- Led digital design projects, collaborating with stakeholders, project managers, and developers to understand requirements and deliver high quality designs that met client objectives.
- Managed all aspects of print and digital communication and marketing, including branding materials, event assets, website maintenance, and newsletters.

Nov 2015 – Apr 2018

Graphic & Web Designer

[Watapix – Multi-channel communication agency \(Paris, France\)](#)

- Led design and communication efforts for both Watapix and its diverse client base.
- Managed end-to-end project lifecycle, from initial brief to final production, including customer relations and subcontractor coordination.
- Developed skills in front-end development (HTML, CSS, Javascript), project management, and client engagement.

Skills

- **Adobe Creative Suite:** full proficiency in Illustrator, InDesign and Photoshop, basic proficiency in AfterEffect and Premiere.
- Keen understanding of design and layout principles, typography and colour, design systems



- **Design tools:** Figma, Sketch
- **Coding languages:** HTML, CSS/SASS, Javascript
- **Frameworks & libraries:** React, Jekyll, Vue.js
- Full proficiency with GitHub

