Arnaud Darré

Product & Brand Designer

Portfolio

Index

1

Customer

Bluto

E-commerce brand creation

Brand identity and design system

This was my latest adventure, and the most interesting challenge I came to face in my career, one I had been dreaming ever since design school: designing my own brand. I started this company with two friends, and learned so much along the way.

GO TO WEBSITE

Logo research

Much like every project, I like to start with pen and paper. This apply to branding but also to UI design, as I like the thinking freedom and speed drawing offers.
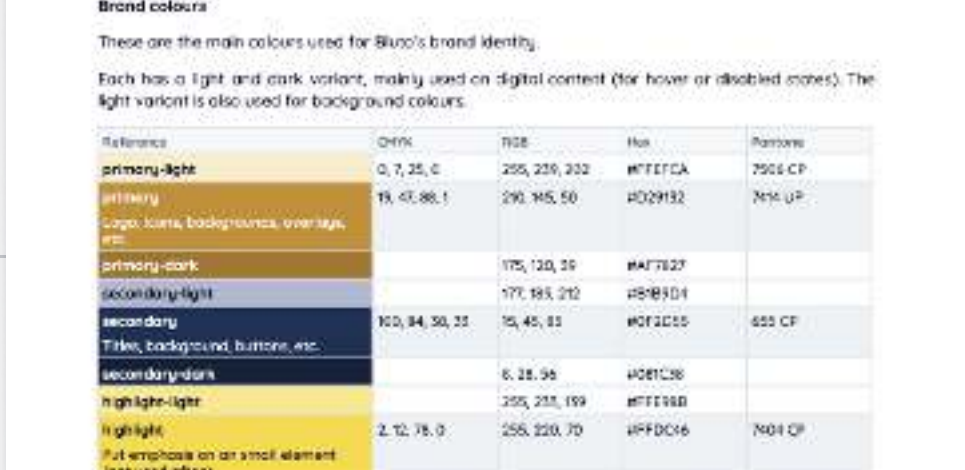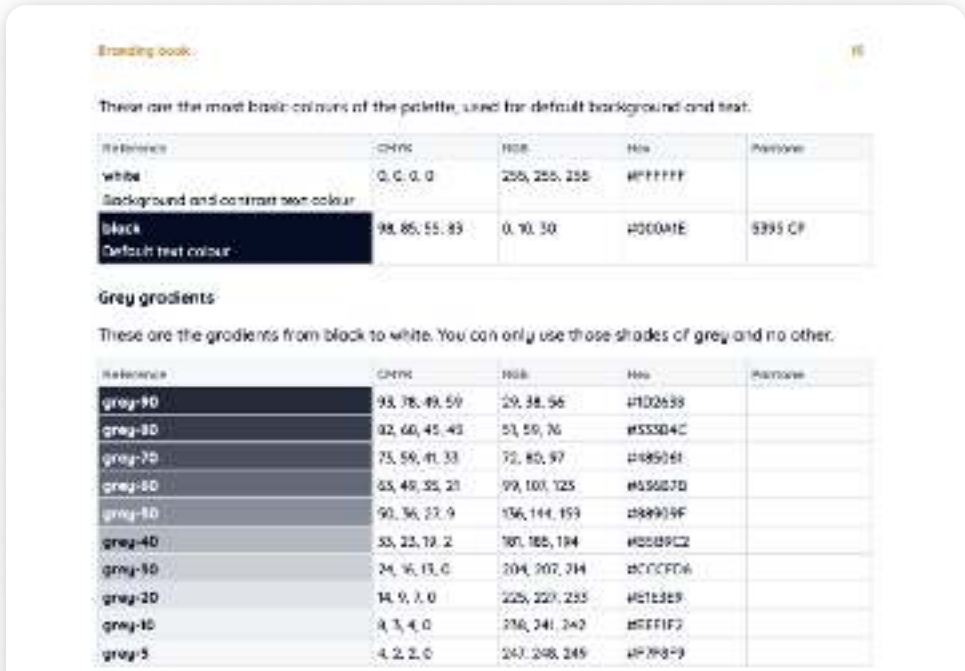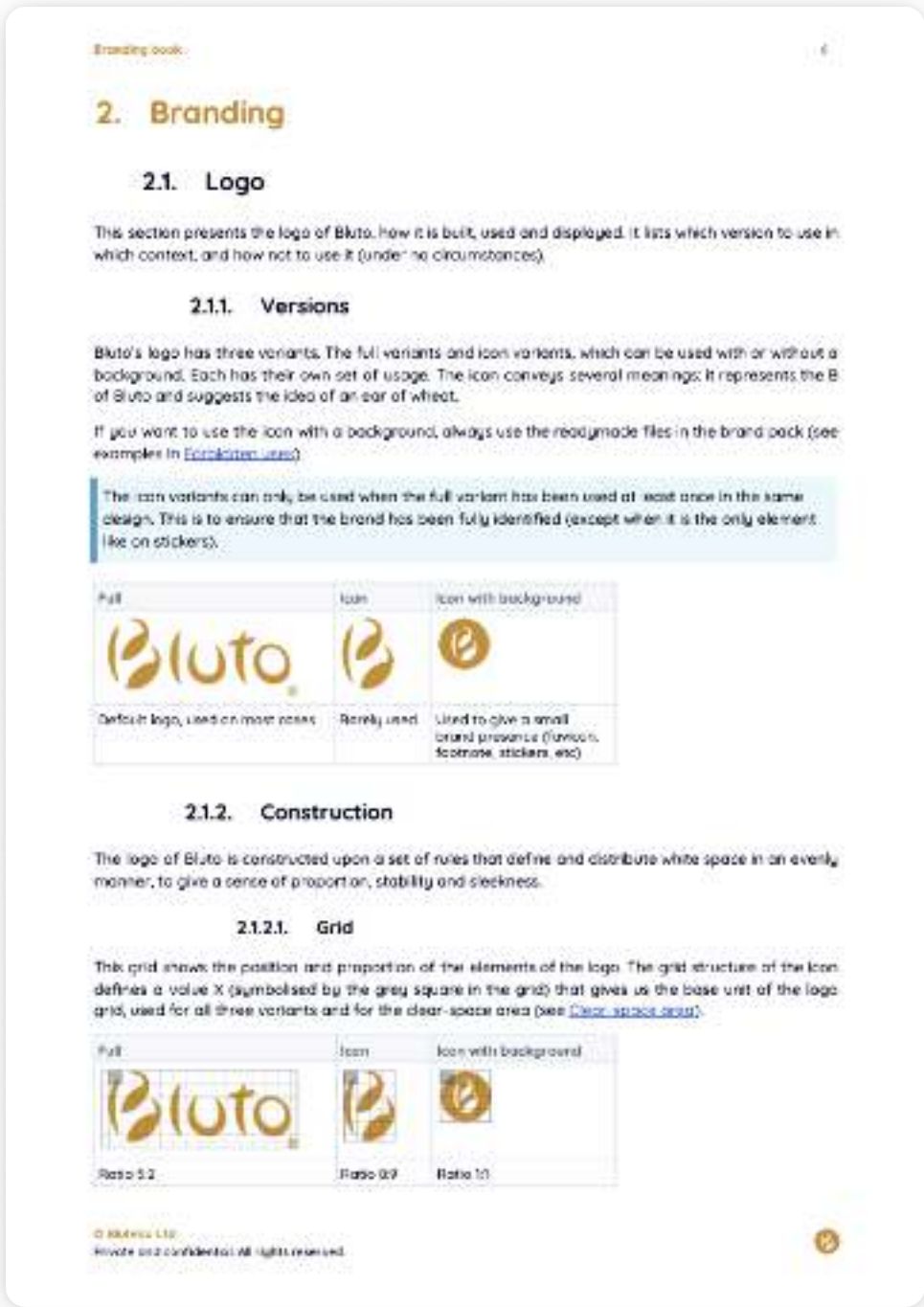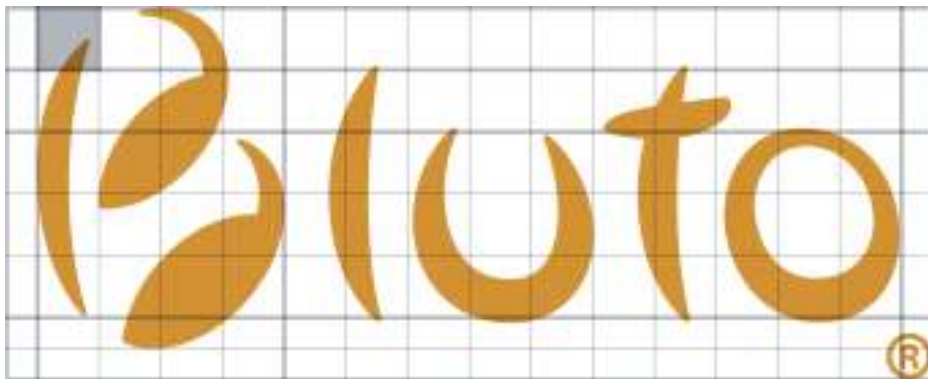
E-commerce brand creation
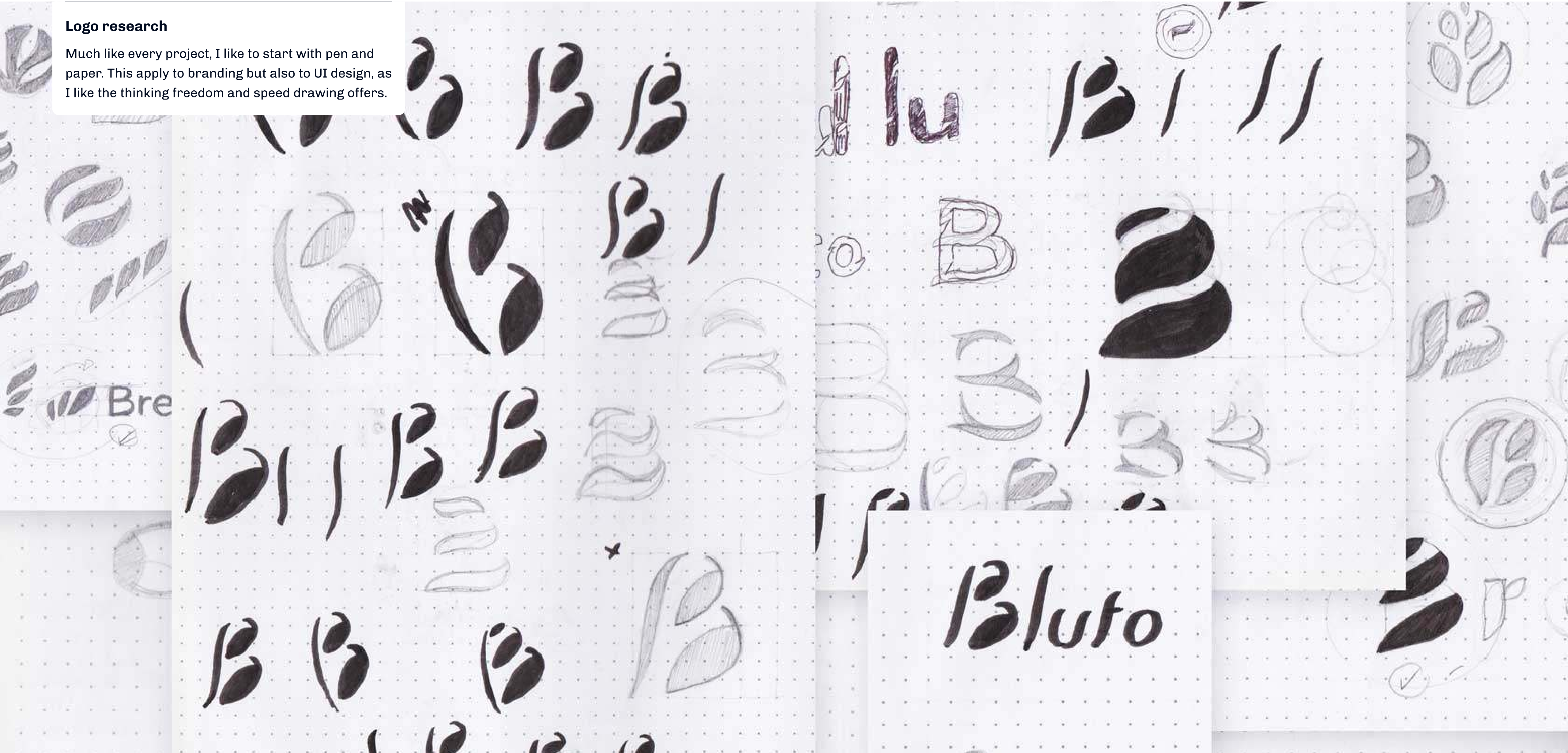
Brand guidelines

The first step of this project was creating the brand guidelines. We wanted to convey a fun yet professional look that would match the values of the brand and the quality of the service.

Logo

Construction & white space

Marketing collaterals examples

E-commerce brand creation

2

Product design /
Website design / Customer
Web development / Bluto

E-commerce platform

Bespoke web-app and admin system

Along with the brand creation, I designed a bespoke e-commerce platform. We wanted to created a tool that would truly match the products we were selling, bread, and so we decided to create it and code it from scratch. This is one of the most exciting project I ever worked on, and allowed me to not only design but also learn how to manage.

GO TO WEBSITE

Screens

This is the most extensive project I have worked on, working on it for more than two years, improving it by adding new features and fine tuning the user experience constantly. Since it was my own project, I had the freedom to experience new things and push the boundaries of Figma.
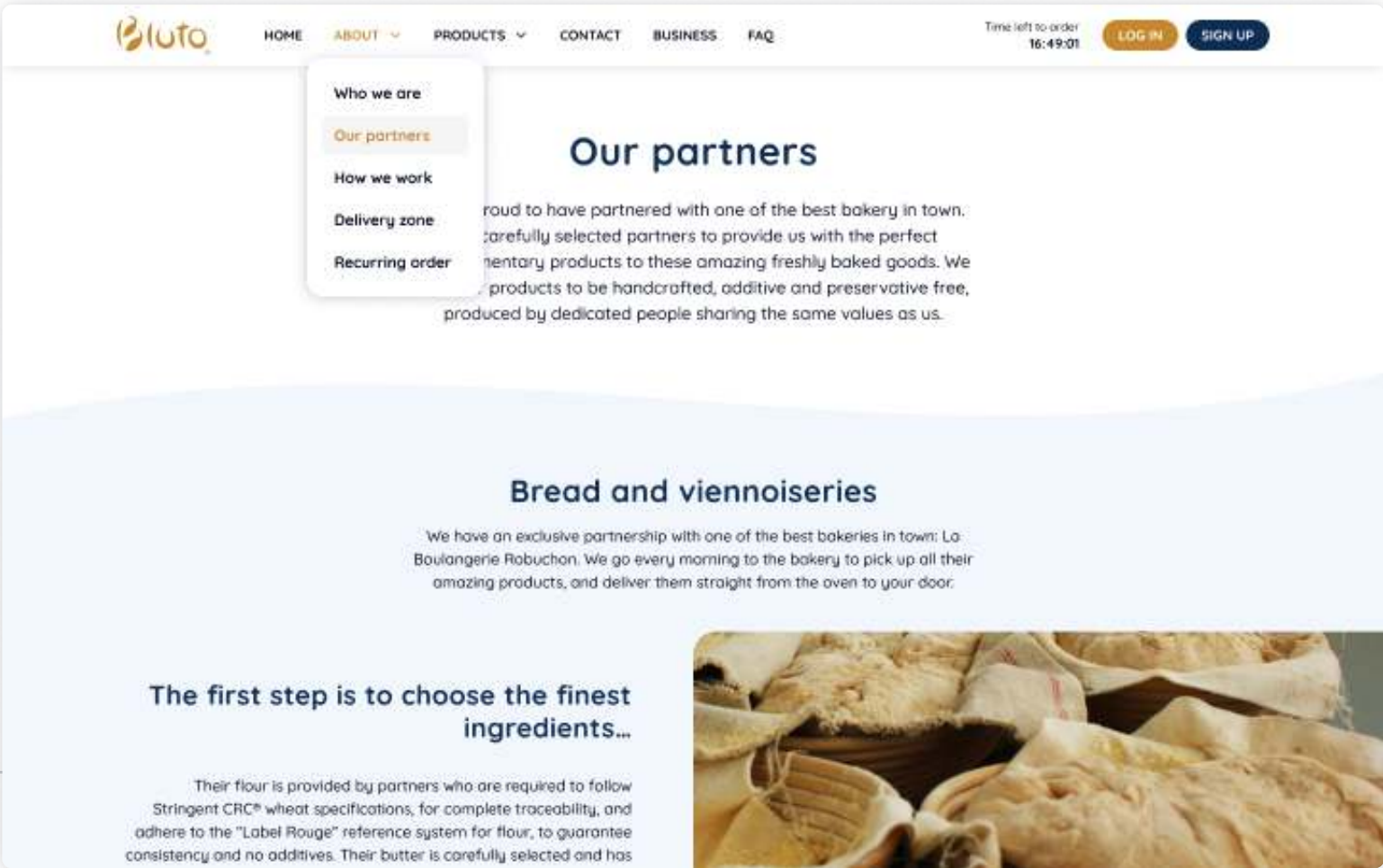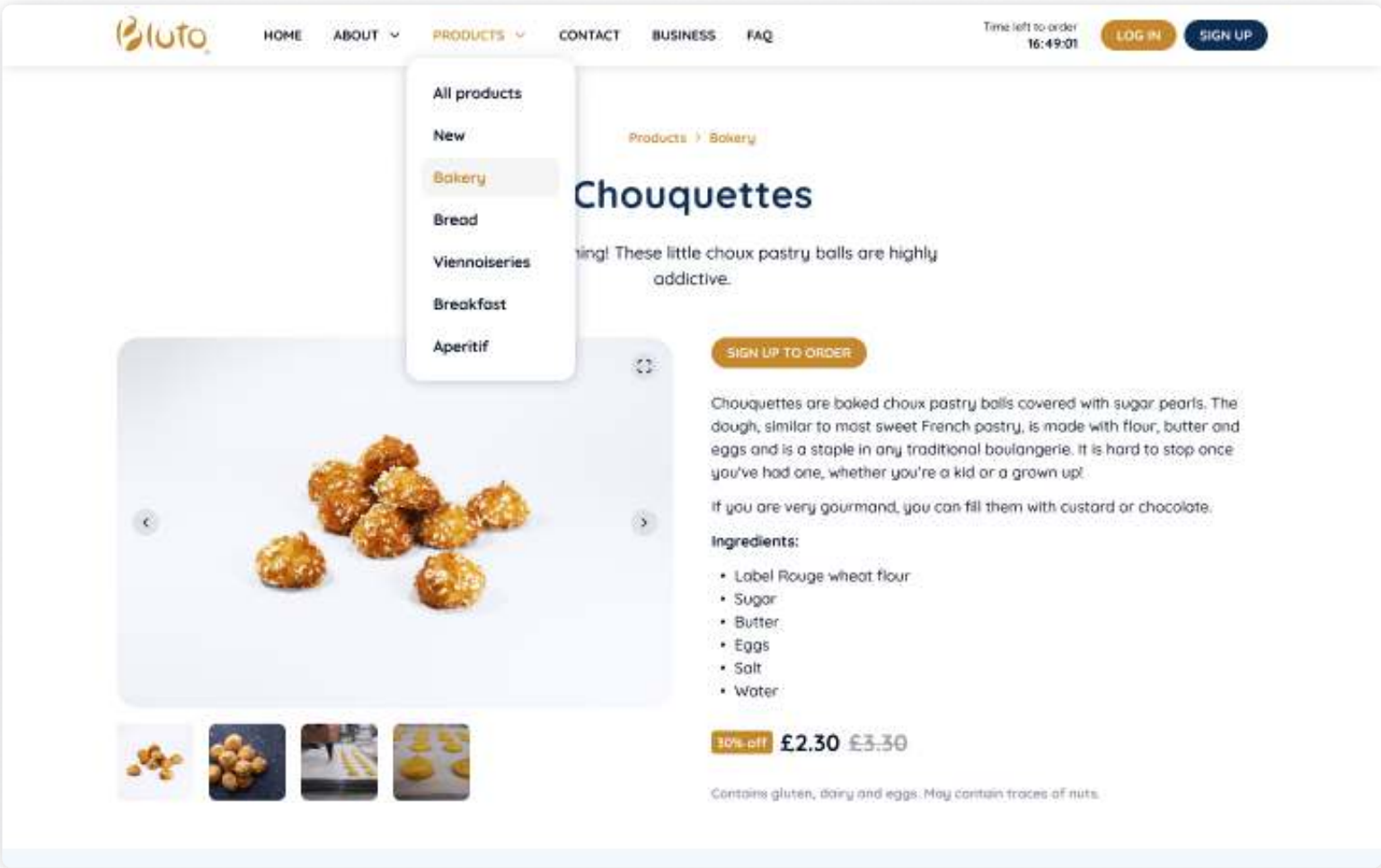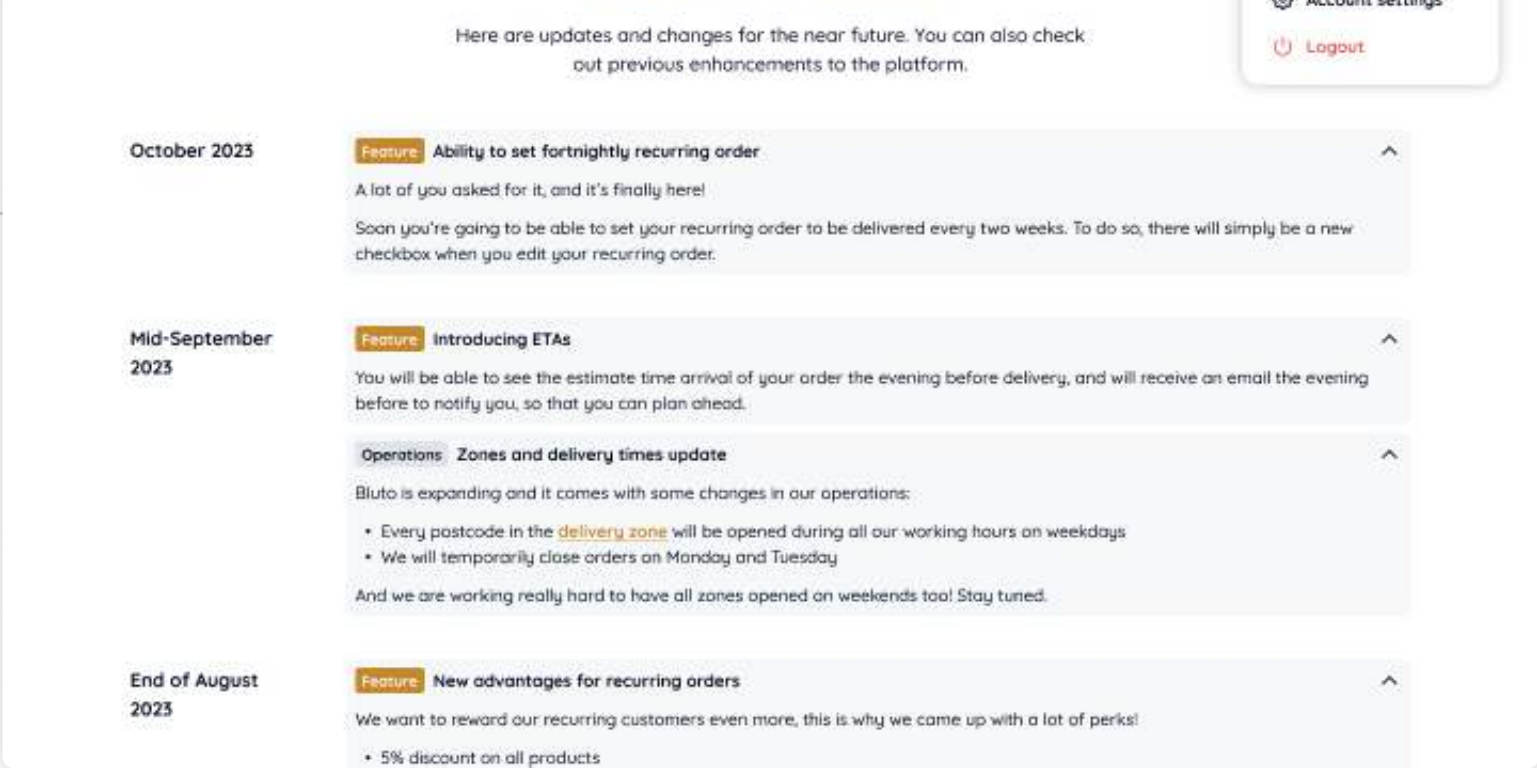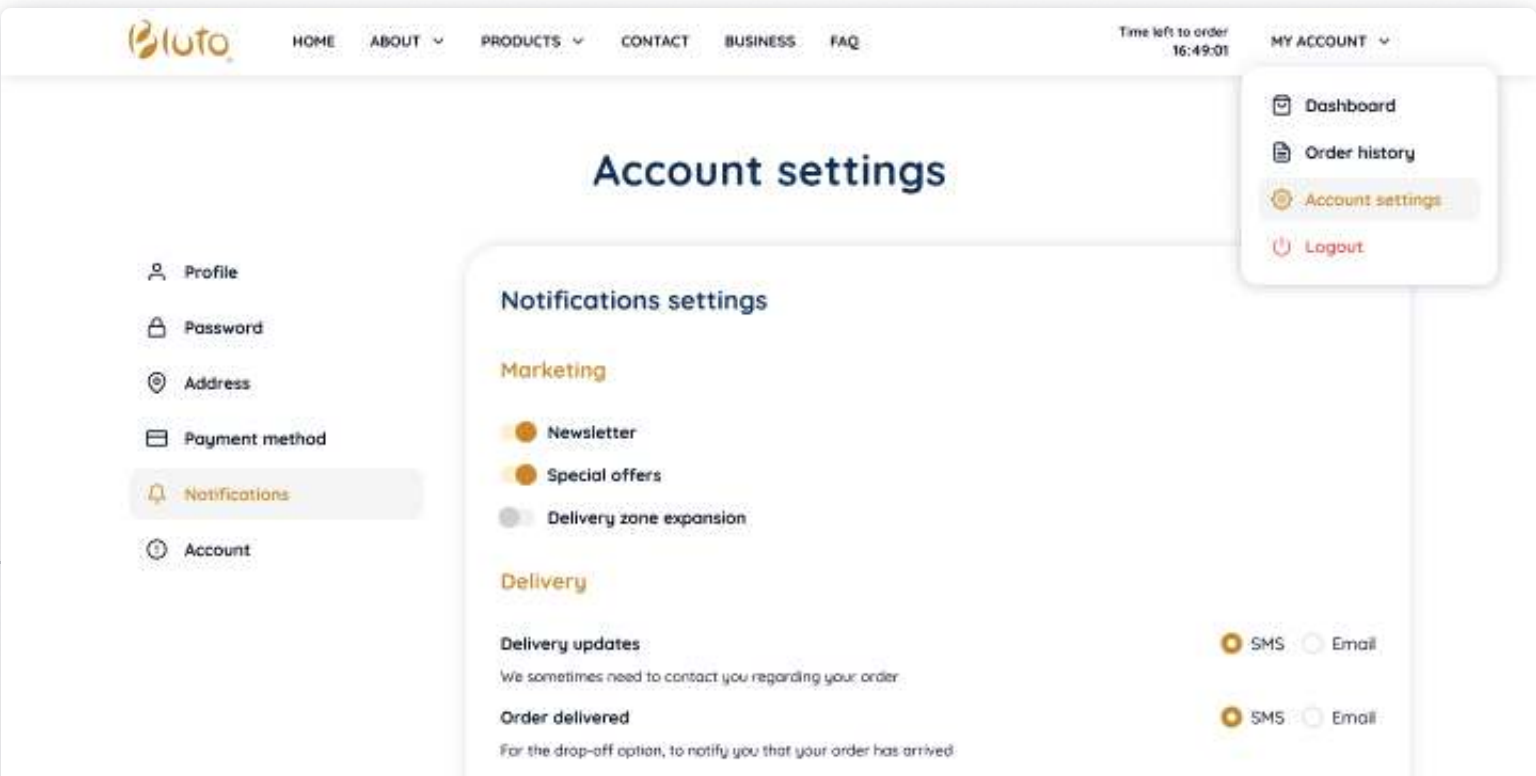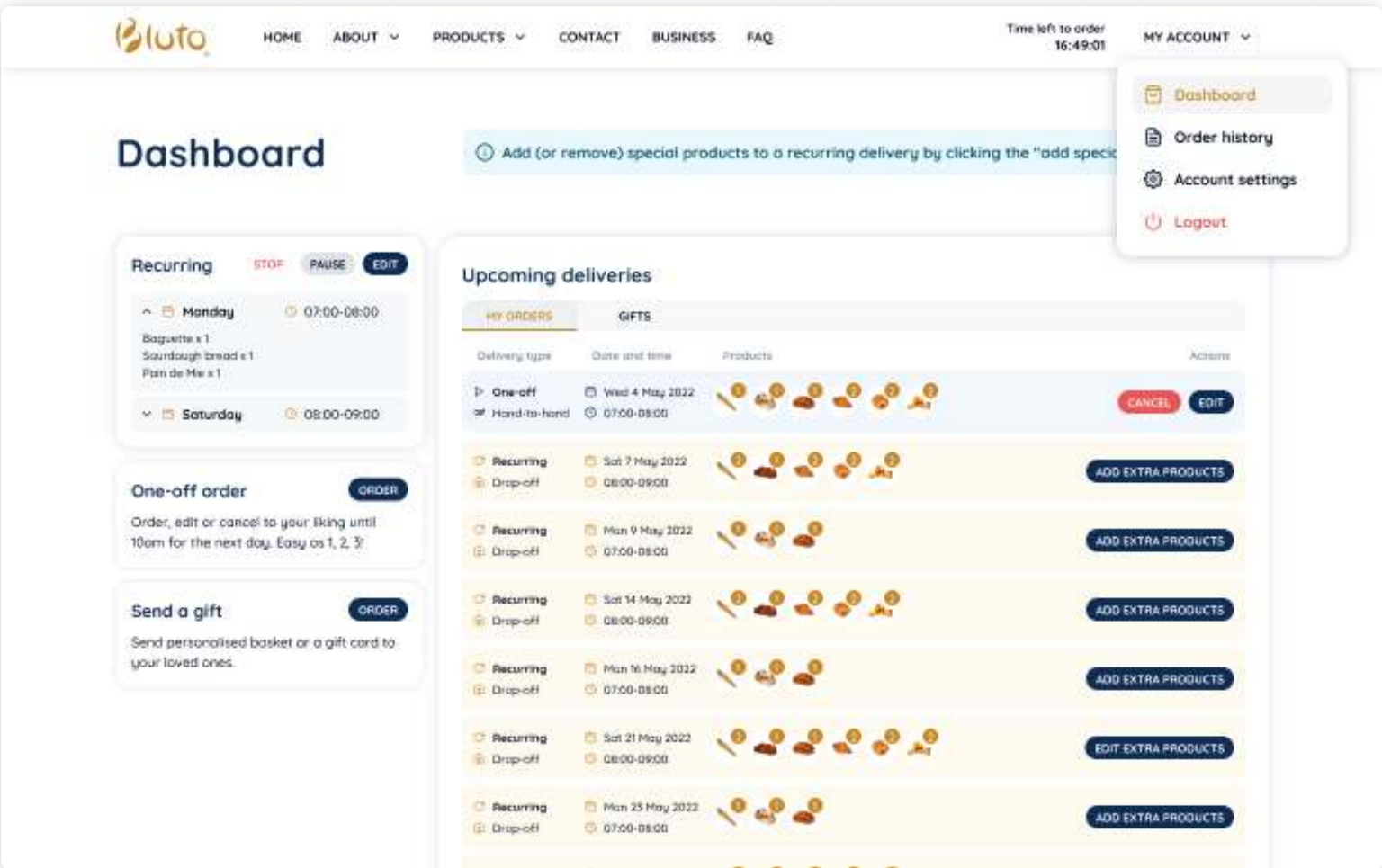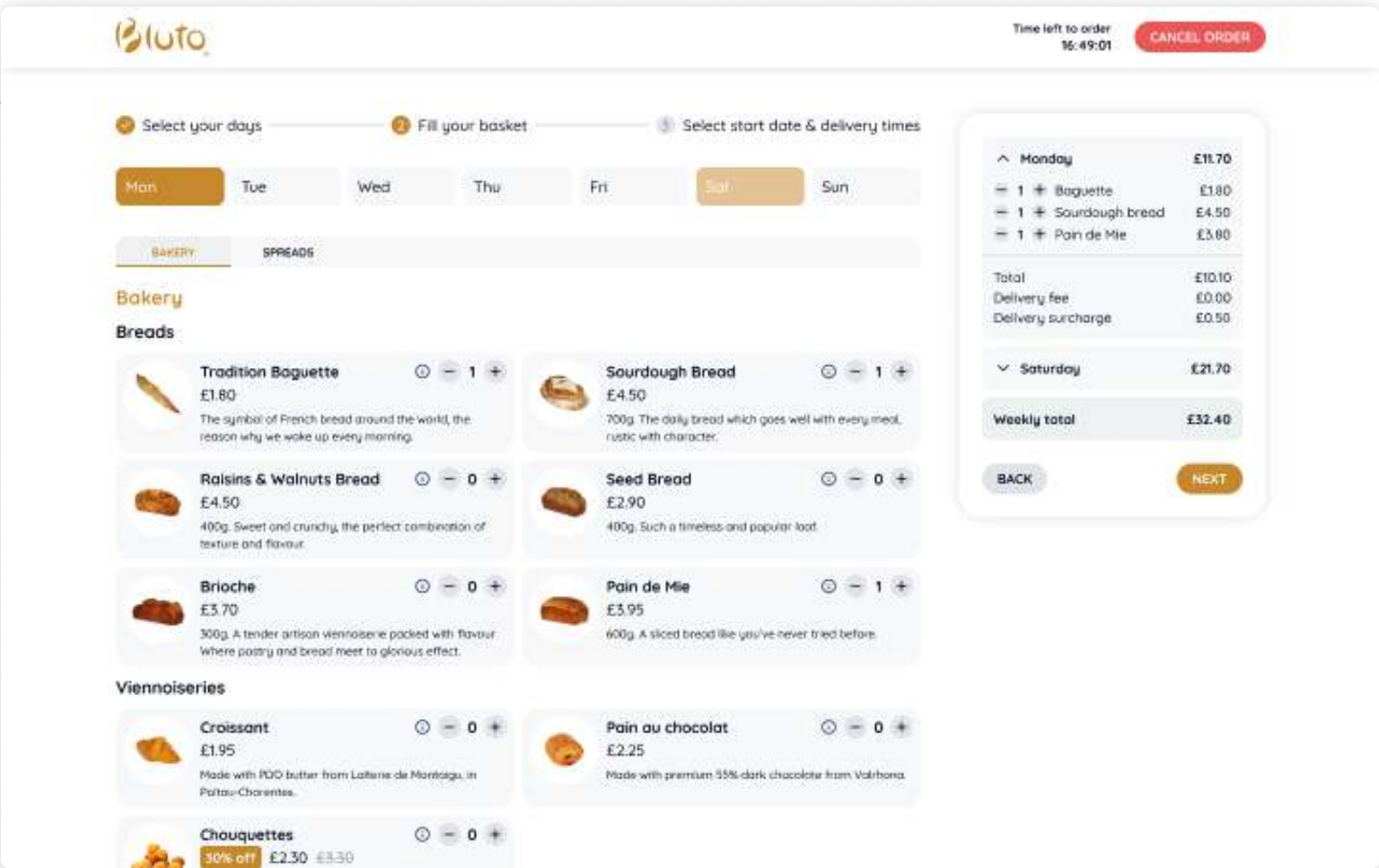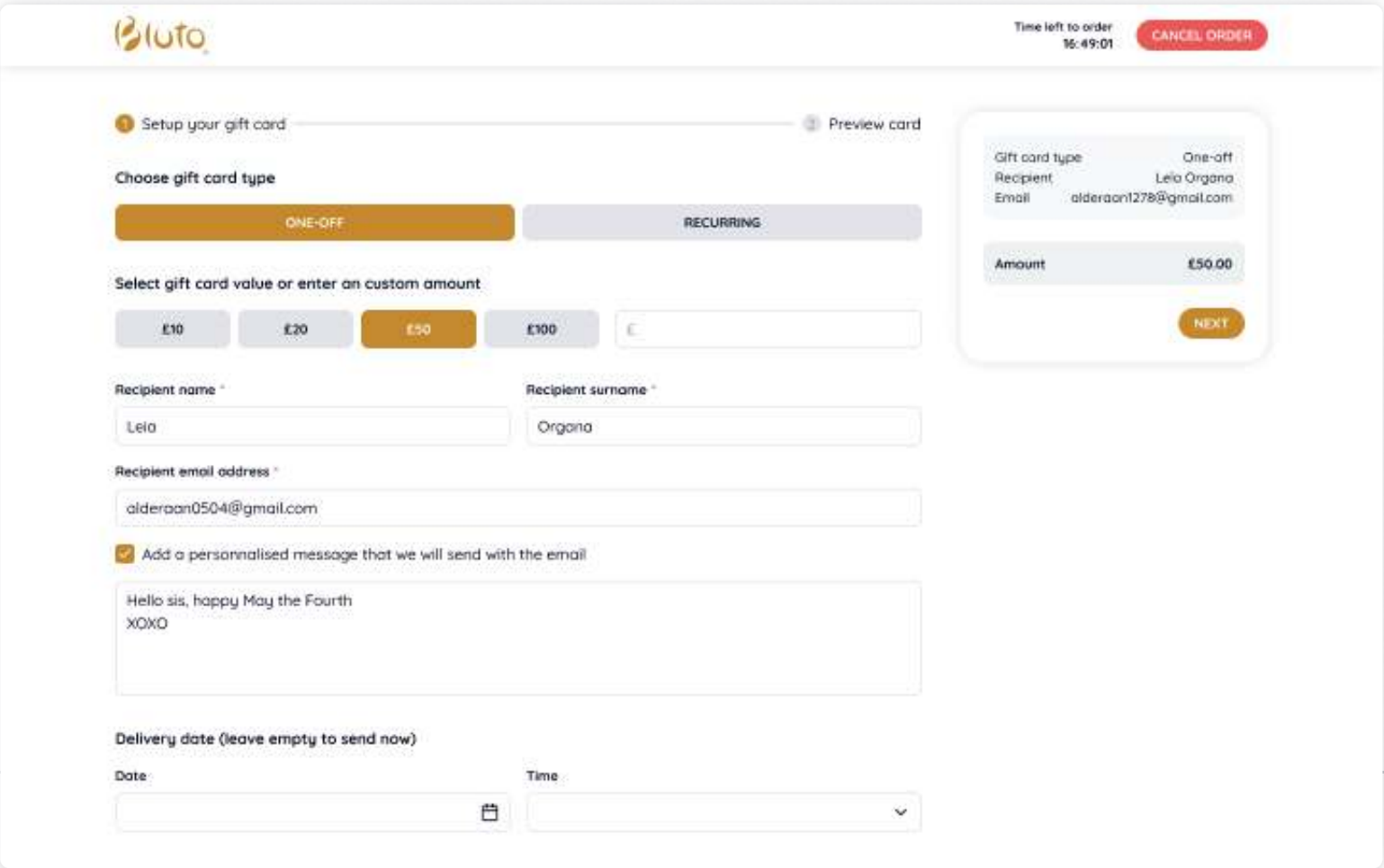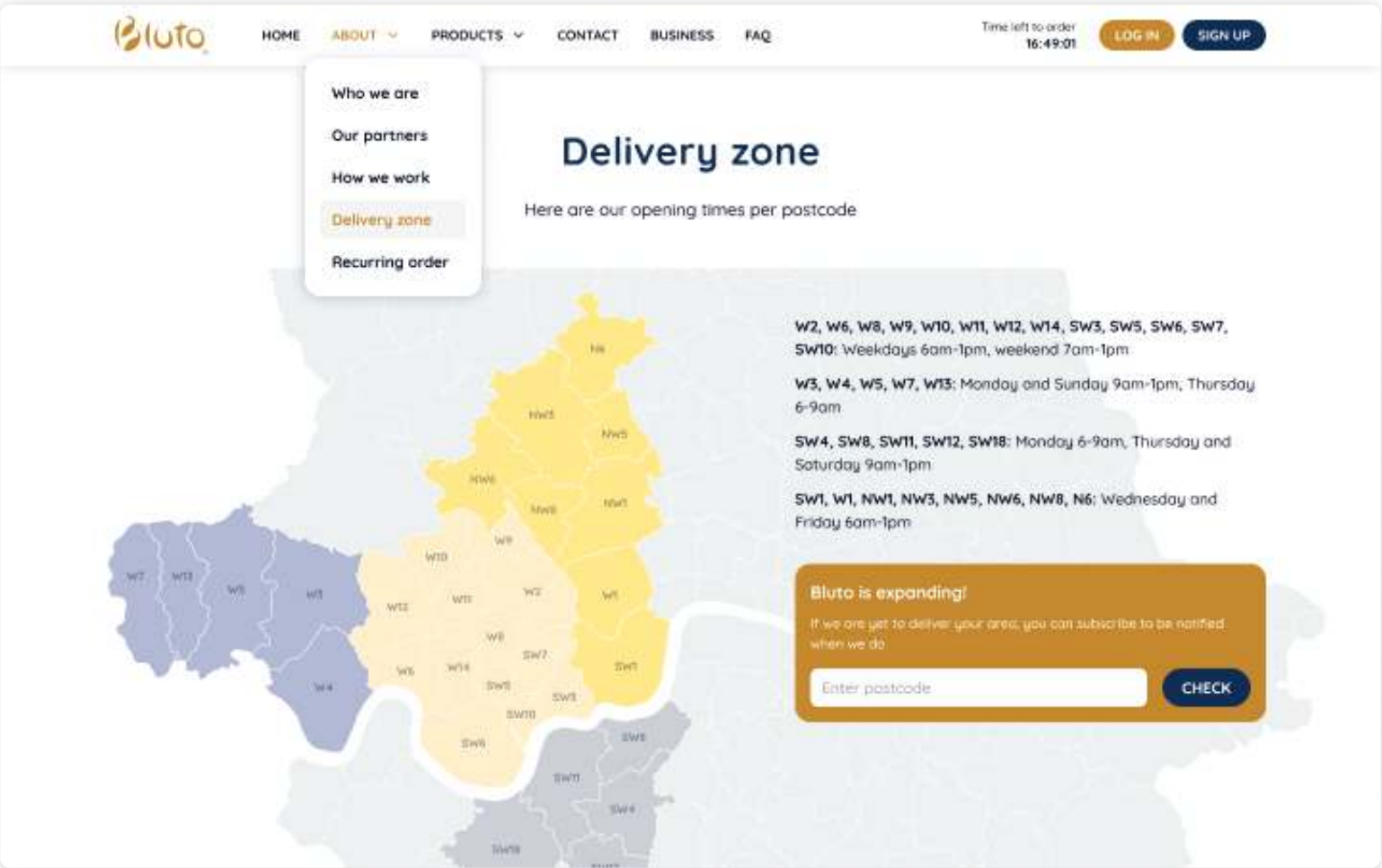
Screens

Alongside the user facing platform, I also created a
full back-office to administrate the platform.

Responsive examples / Homepage

E-commerce platform
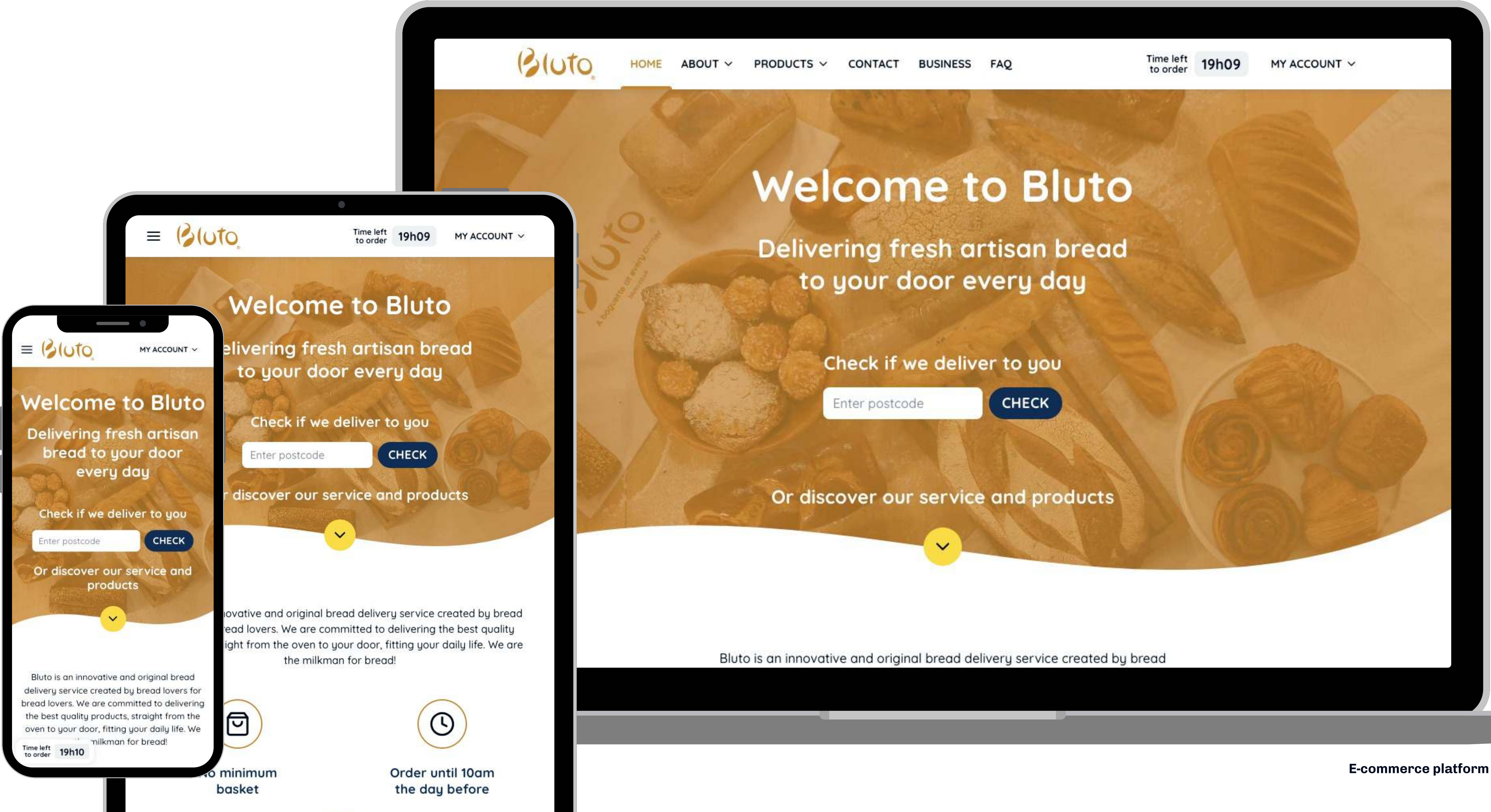
Responsive examples / Product page

E-commerce platform
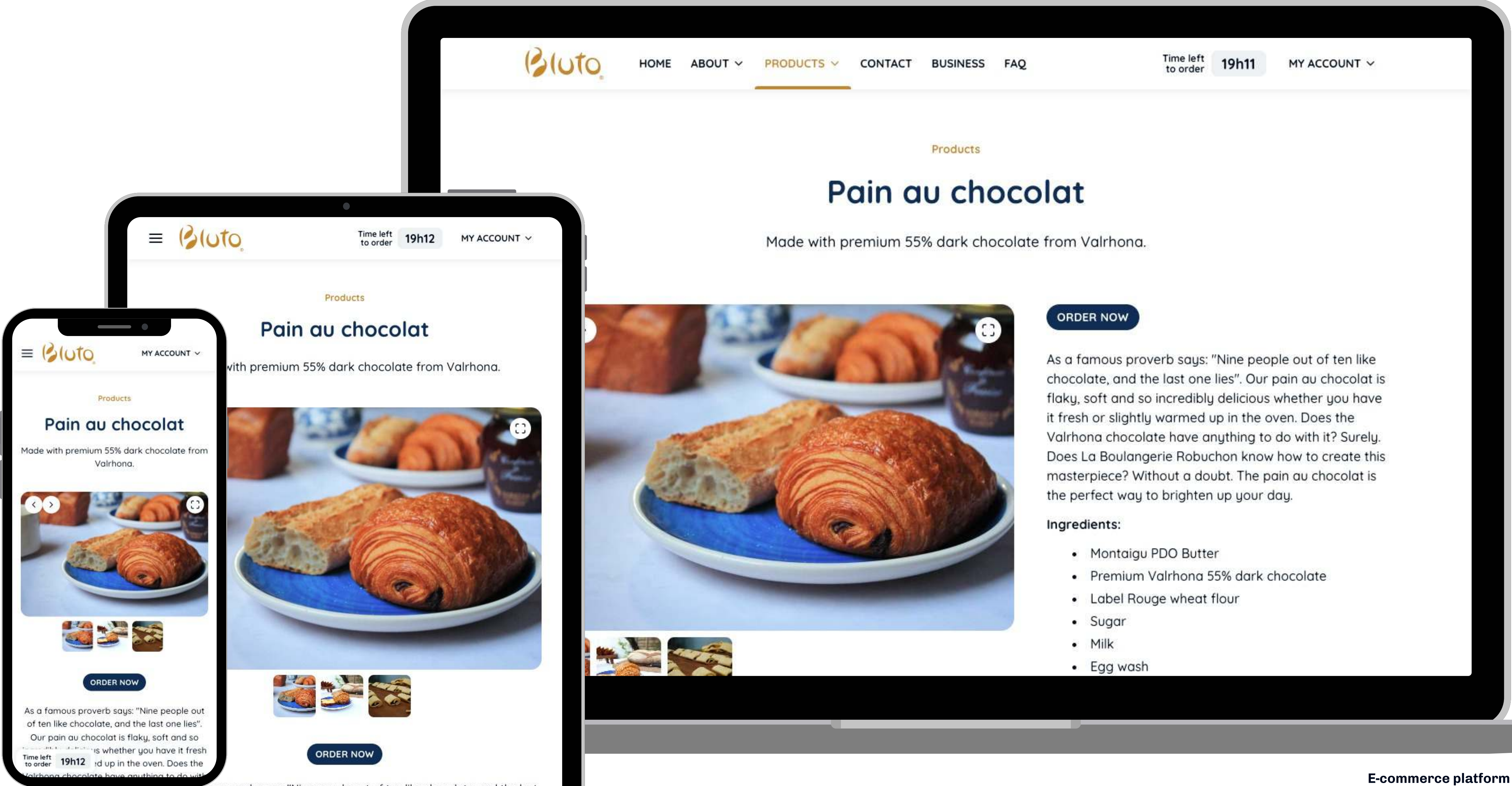
Responsive examples / User dashboard

E-commerce platform
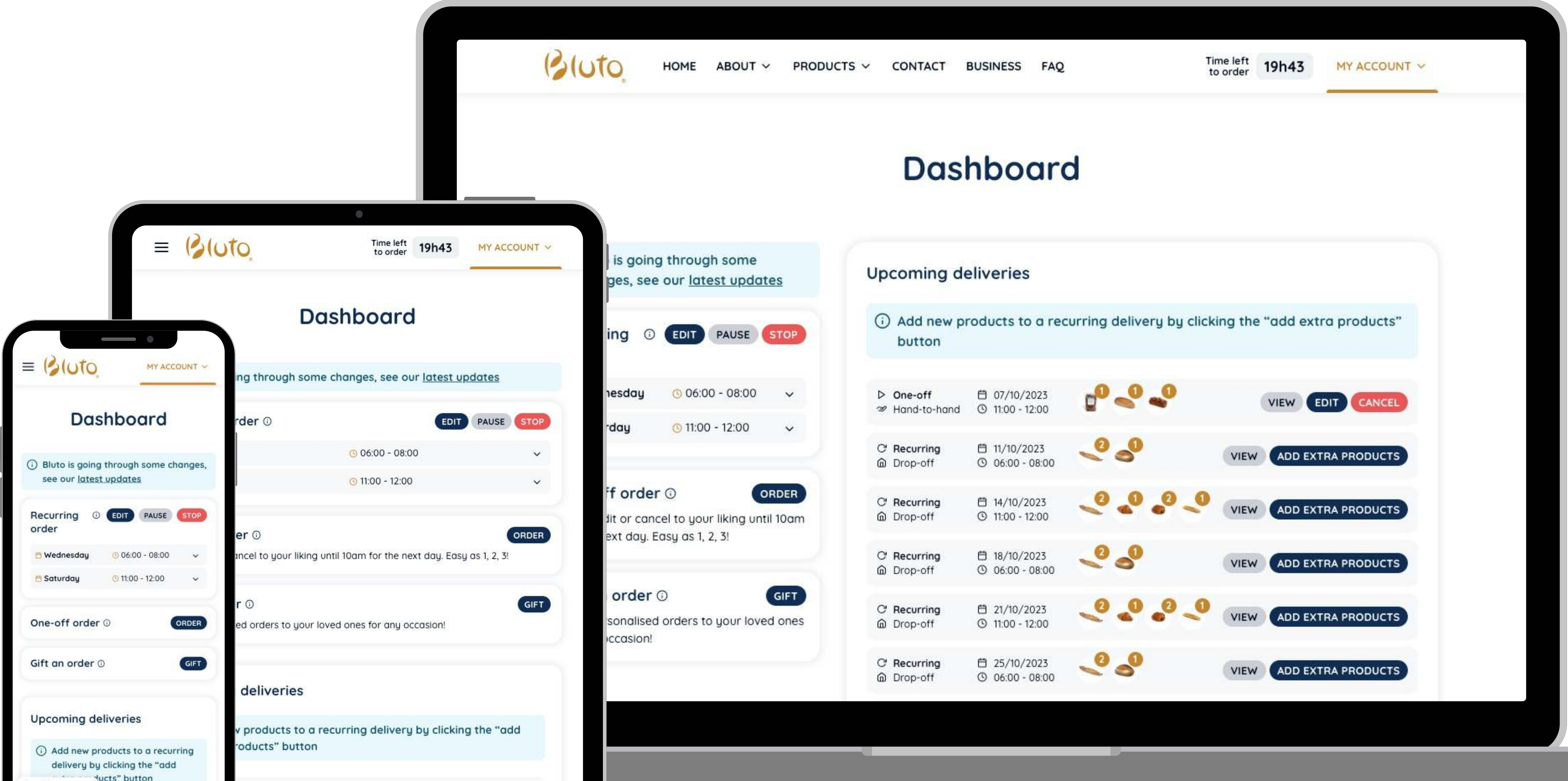
3. / **Web development** /

Customer

Personal project

React UI library

Bespoke components
for React apps

I started building this component library while learning
React and have been completing it ever since. It's a great
way to keep learning, and also to have a collection of
resources at hand when I build design systems for new
projects.

GO TO STORYBOOK PROJECT

4
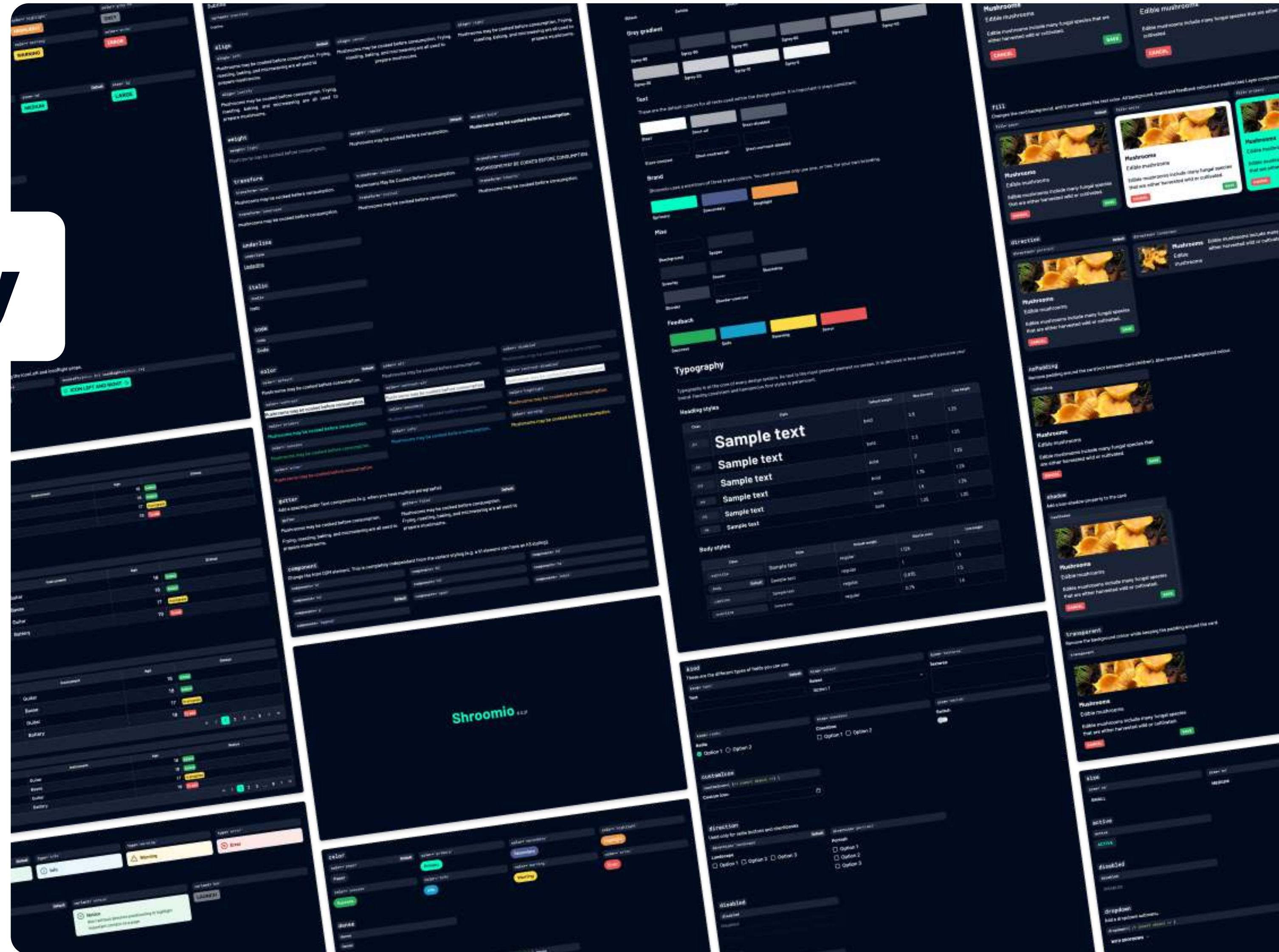
Wallet app

Mobile app wireframing and design

This was a design for a pre-seed A MVP. The client wanted a the demo app to be graphically appealing, so I created a cool design system and then prototyped the first features for the developers to code.

Layout wireframes

Before starting the fully fledged design, I determined
the layout types and created common structures to
create balance and harmony between each screen.

Header start
Breadcrumb end

Header end

Content start

Login landing

Login landing

Login landing

Login landing

Login landing

Branding and design system

I created a complete design system and implemented it for the developers to use.

Cards

Cards

Total revenue from MyLocalCafé sold
£3,320.40

My Local Café   £5

Savings account
32 24 54 970897   REMOVE

Gifted online from My Local Café   £5.00

William Leemon   INVITE

★ Account

Alert

Component

✓ This is a success alert ✕
ⓘ This is an info alert ✕
⚠ This is a warning alert ✕
ⓧ This is an error alert ✕

✓ This is a success alert
ⓘ This is an info alert
⚠ This is a warning alert
ⓧ This is an error alert

ActionButton

Transfer   Buy   Label

BottomNavigation

Mixins

★   ★   ★
LABEL   LABEL

Component

★   ★   ★
LABEL   LABEL   LABEL

BasketRecap

Component

Discount   5%
Savings   £5
You pay   £56

Button

Mixins

← TEXT →
← TEXT →
← TEXT →

Component

Palette

Common Primary Secondary Error Warning Info Success Grey Text Background Action Other Brand

Stepper

Mixins

Step

Step 1
Step 1
Step 1
Step 1
Step 1
Step 1

Component

Breadcrumb

Mixins

Inactive Link
← Inactive Link
Active Link
★ Active Link

Component

Link • Link • Link • Link • Link

Checkbox

Component

☑ Checked
☐ Unchecked
▣ Partial
☐ Checked
☐ Unchecked
▣ Partial

FormControl

Legend
☑ Label
☐ Label
☐ Label

Legend
☑ Label ☐ Label ☐ Label

IconButton

Component

★
★
★
★
★
★
★
★

Phone

Component

Phone number
+44 ▾ 7782100464

Typography

Component

H1
H2
H3
H4
H5
H6
subtitle1
subtitle2
body1
body2
BUTTON
caption
overline

TextField

Master

Label
Kg   Input text   Kg
Helper text

Component

Label
Label

Label
Input text

Label
Input text

Label
Input text

Label
Input text

Helper text
Label
Input text

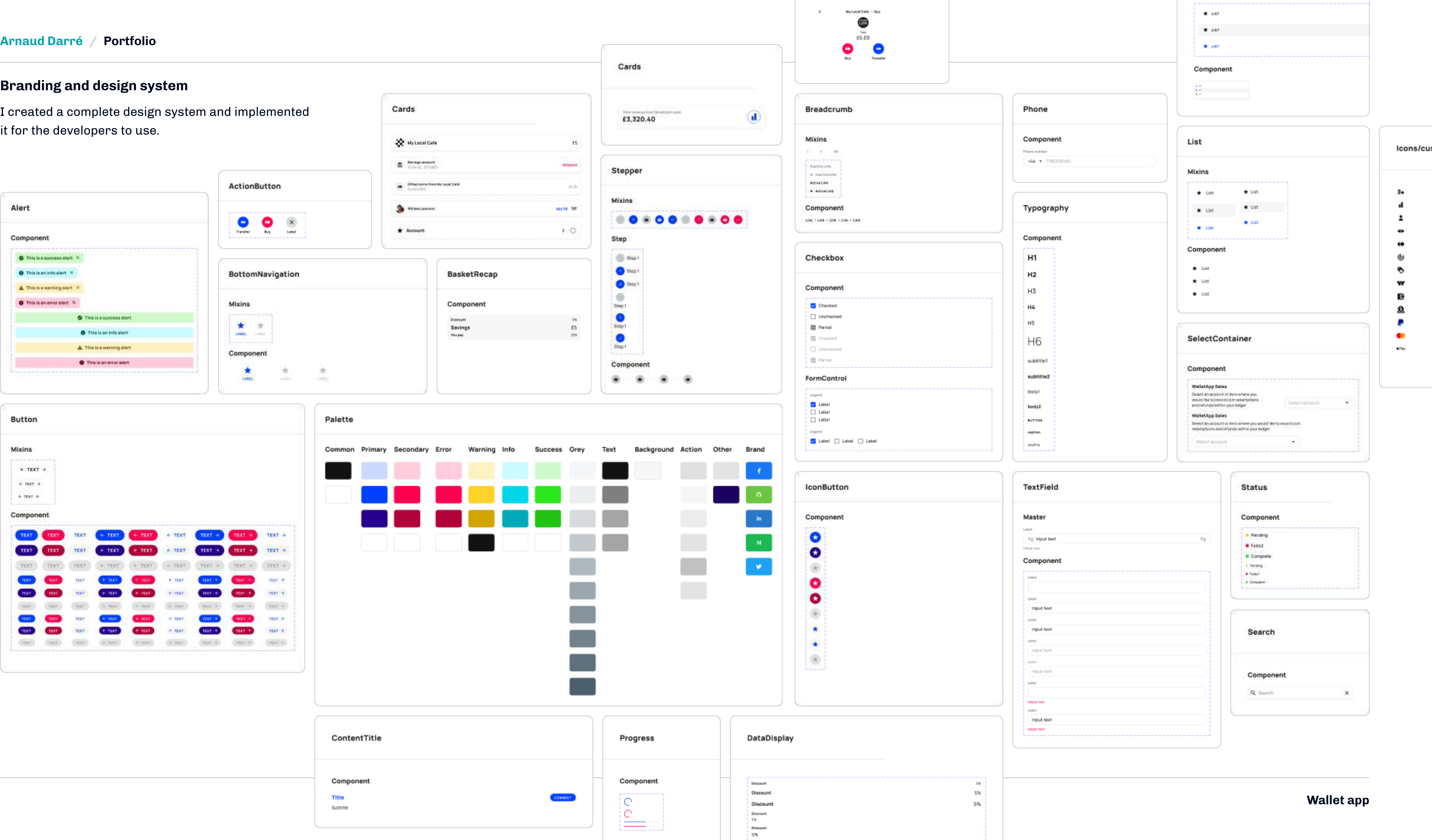Helper text

List

Mixins

★ List   ★ List
★ List   ★ List
★ List   ★ List

Component

★ List
★ List
★ List

SelectContainer

Component

WalletApp Sales
Select an account in Xero where you would like to record coin redemptions and refunds within your ledger
Select account ▾

WalletApp Sales
Select an account in Xero where you would like to record coin redemptions and refunds within your ledger
Select account ▾

Status

Component

● Pending
● Failed
● Complete
● Pending
● Failed
● Complete

Search

Component

🔍 Search   ✕

ContentTitle

Component

Title
Subtitle   CONNECT

Progress

Component

DataDisplay

Discount   5%
Discount   5%
Discount   5%
Discount
5%
Discount
5%

Component

Component

Icons/cu

5.

Product design / Customer
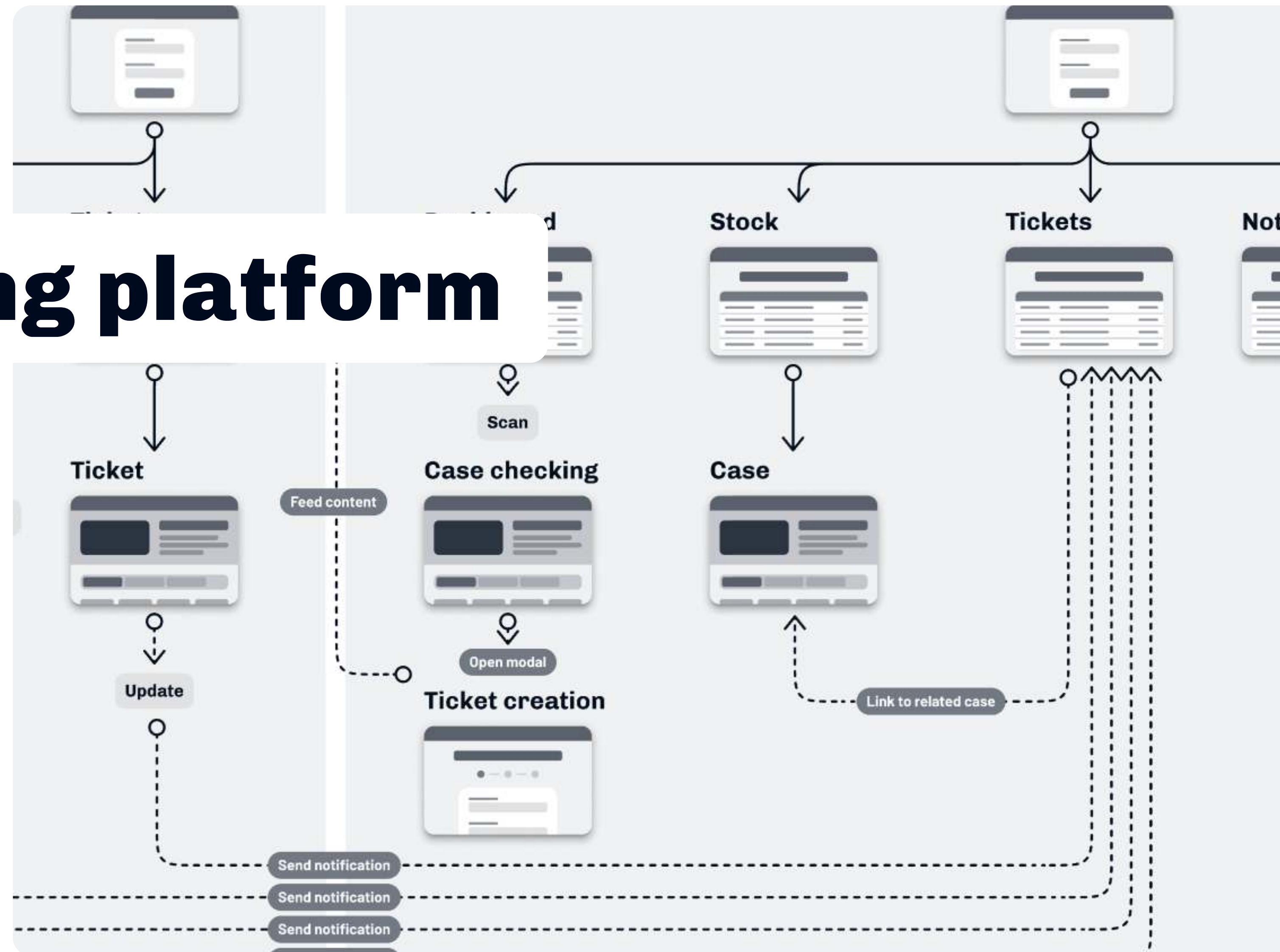
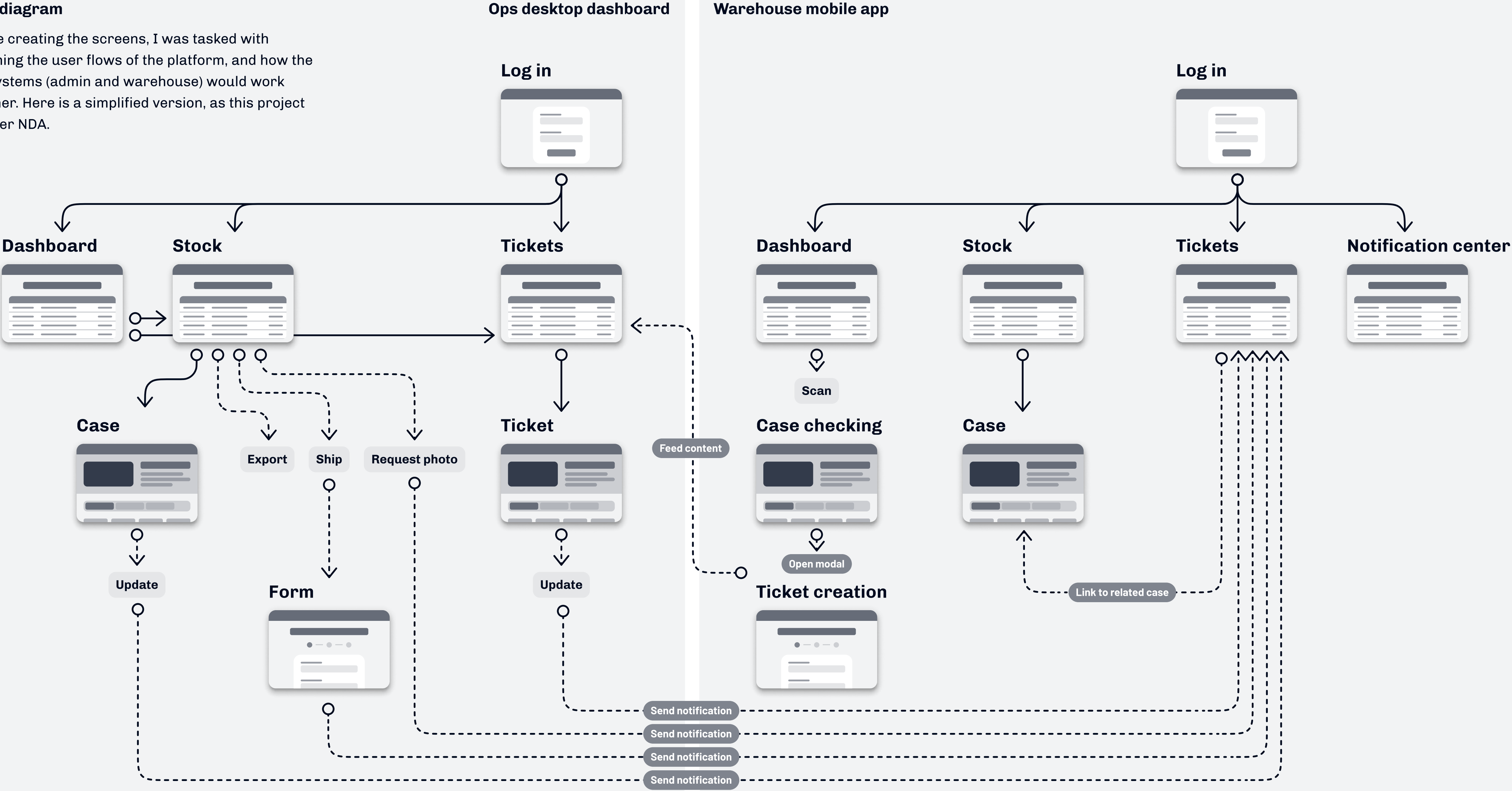/ **Wireframing** / Under NDA

Stock & ticketing platform

Back-office desktop and mobile app

This project was less focused on design, and it allowed me to focus on UX and feature design, creating wireframes, user stories and feature flows with the client and then prototyping them for developers.

Flow diagram

Before creating the screens, I was tasked with designing the user flows of the platform, and how the two systems (admin and warehouse) would work together. Here is a simplified version, as this project is under NDA.

Ops desktop dashboard

Warehouse mobile app

Log in

Dashboard   **Stock**

Tickets

Case

Export   Ship   Request photo

Ticket

Update

Form

Update

Feed content

Log in

Dashboard   **Stock**   **Tickets**   **Notification center**

Scan

Case checking   **Case**

Open modal

Ticket creation

Link to related case

Send notification
Send notification
Send notification
Send notification

Stock & ticketing platform

Wireframes

Before creating the screens, I designed the user flows, and how the two systems (admin and warehouse) would work together. I then made wireframes, in order to showcase the flows using Figma's wireframing tool to the client.

6
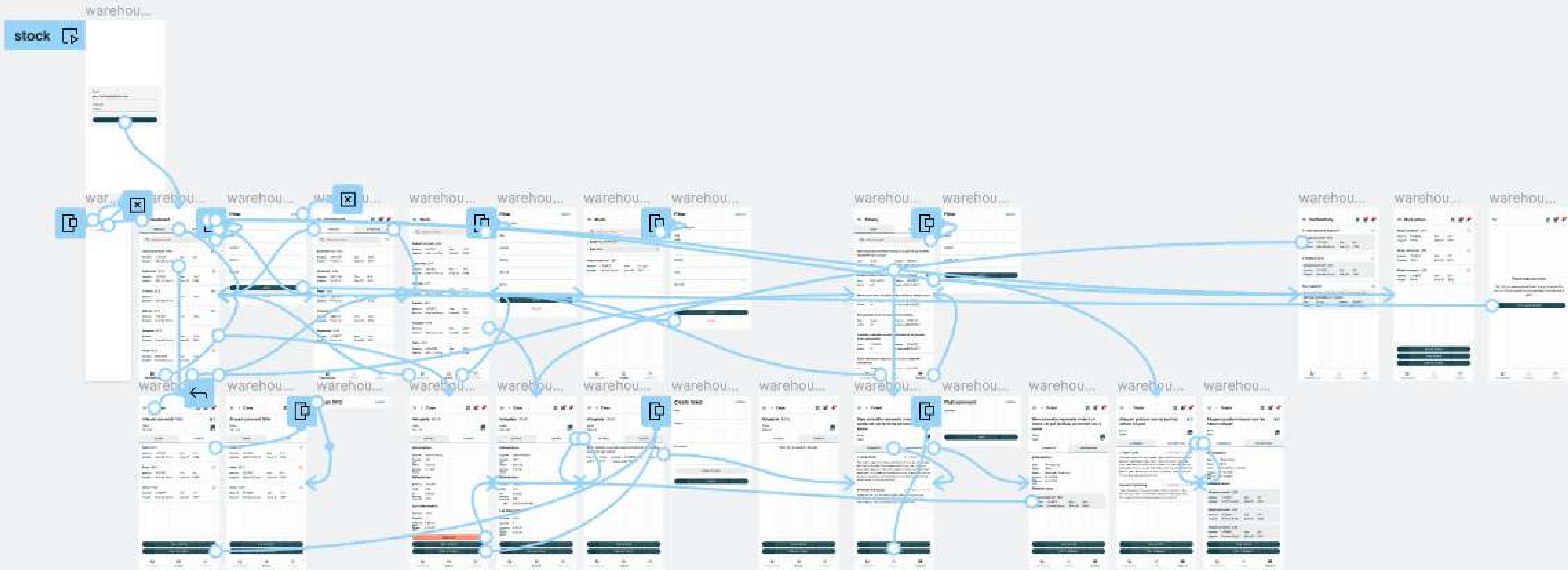
Customer

Applied Blockchain

Blockchain consultancy website

Website redesign

This project was part of the complete re-branding of
Applied Blockchain, a blockchain consultancy and
development startup. I was brought onboard to create
from scratch what would become the company's new
brand identity. And the biggest part of that project was
the website rebranding.
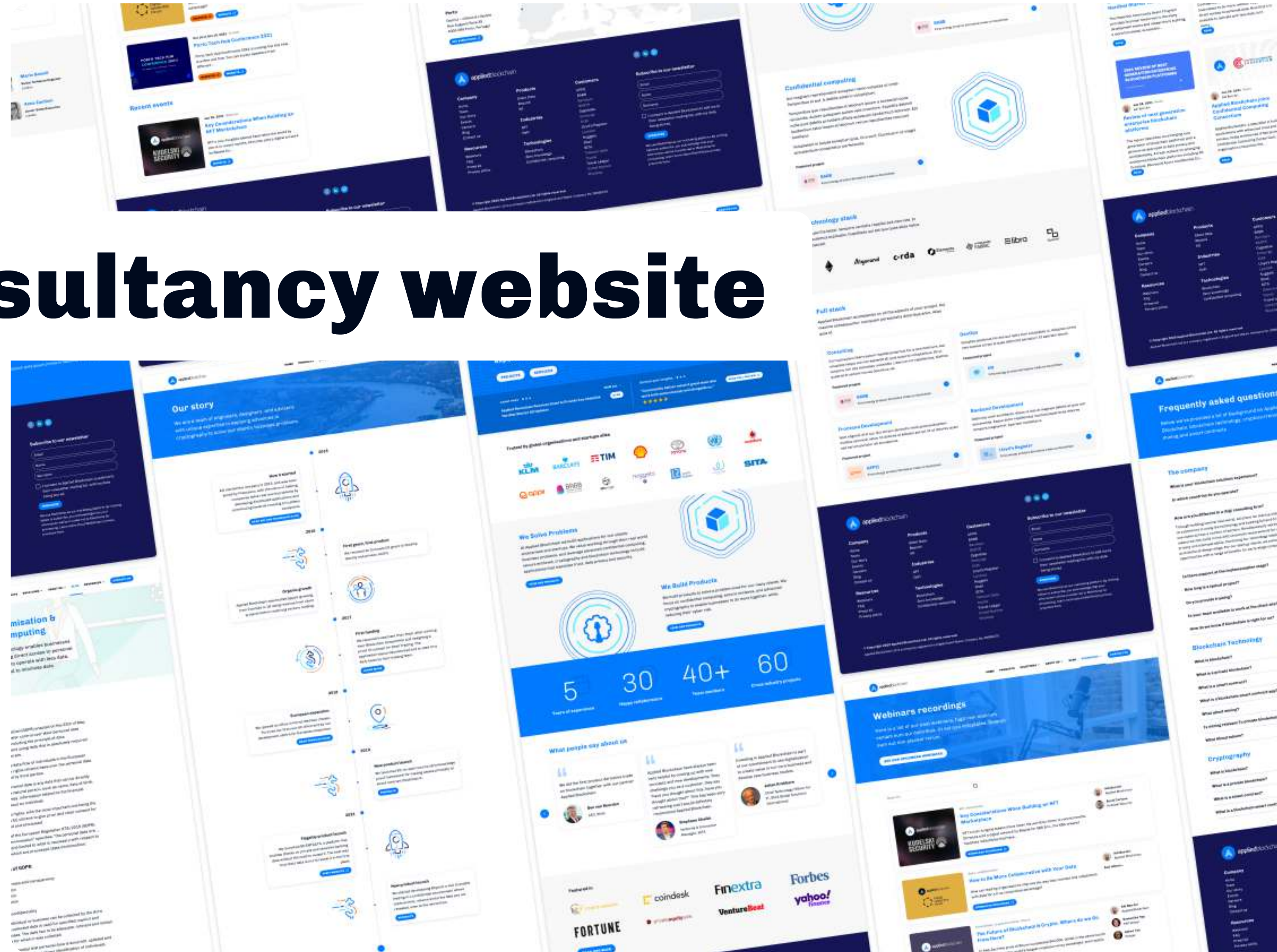
Sitemap

The Applied Blockchain website was created when the company was first setup and had evolved without structure, adding blocks on top of each other.

The company had evolved and expanded, and the first step was to create a sitemap to add the new content while improving the structure, improve SEO and content distribution. The challenge it brought was to keep the top nav bar as simple as possible, hence the introduction of sub menus.

Blockchain consultancy website
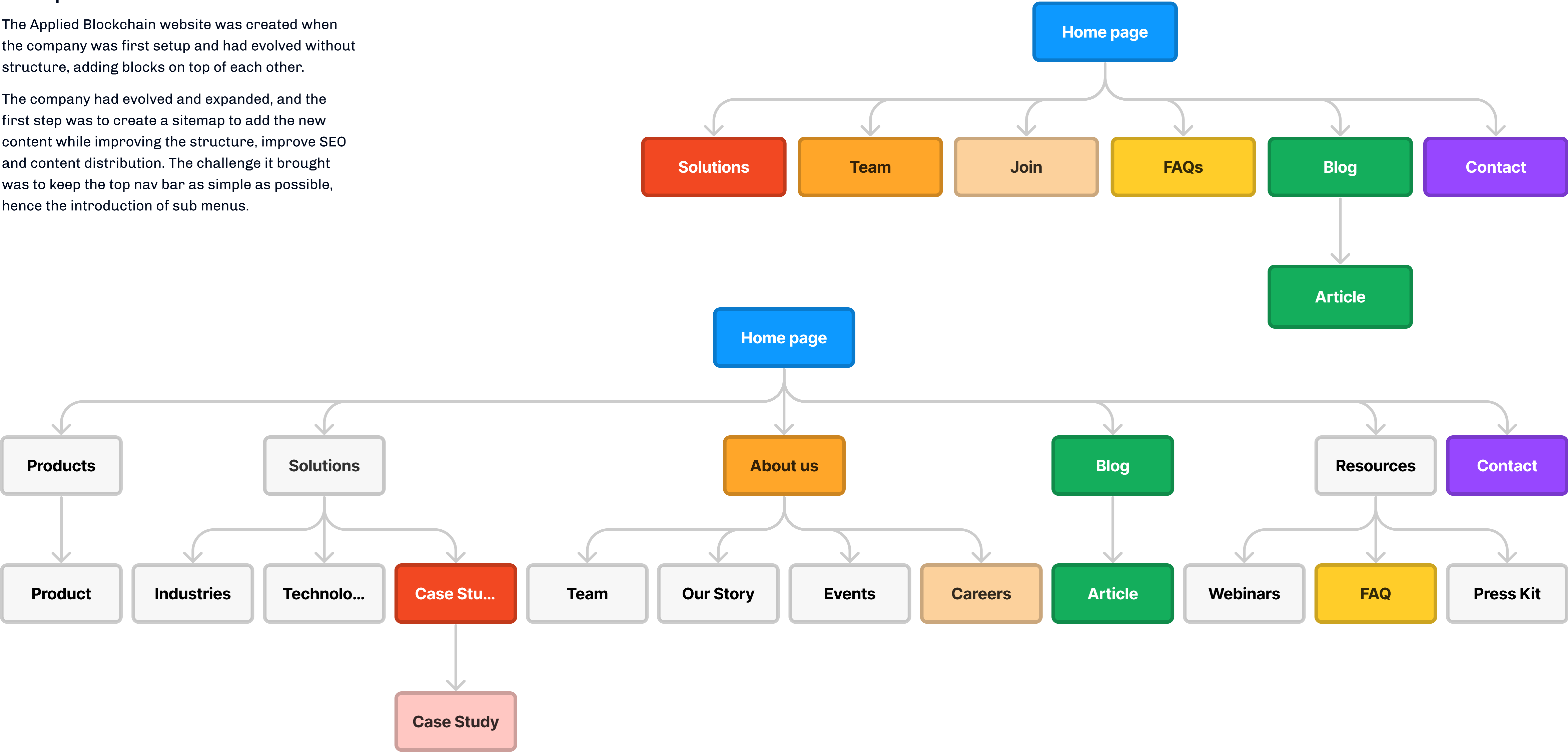
Homepage

The homepage lacked colour and graphical elements to hook the user instantly. The company also had gained visibility and recognition and it was paramount to showcase it.
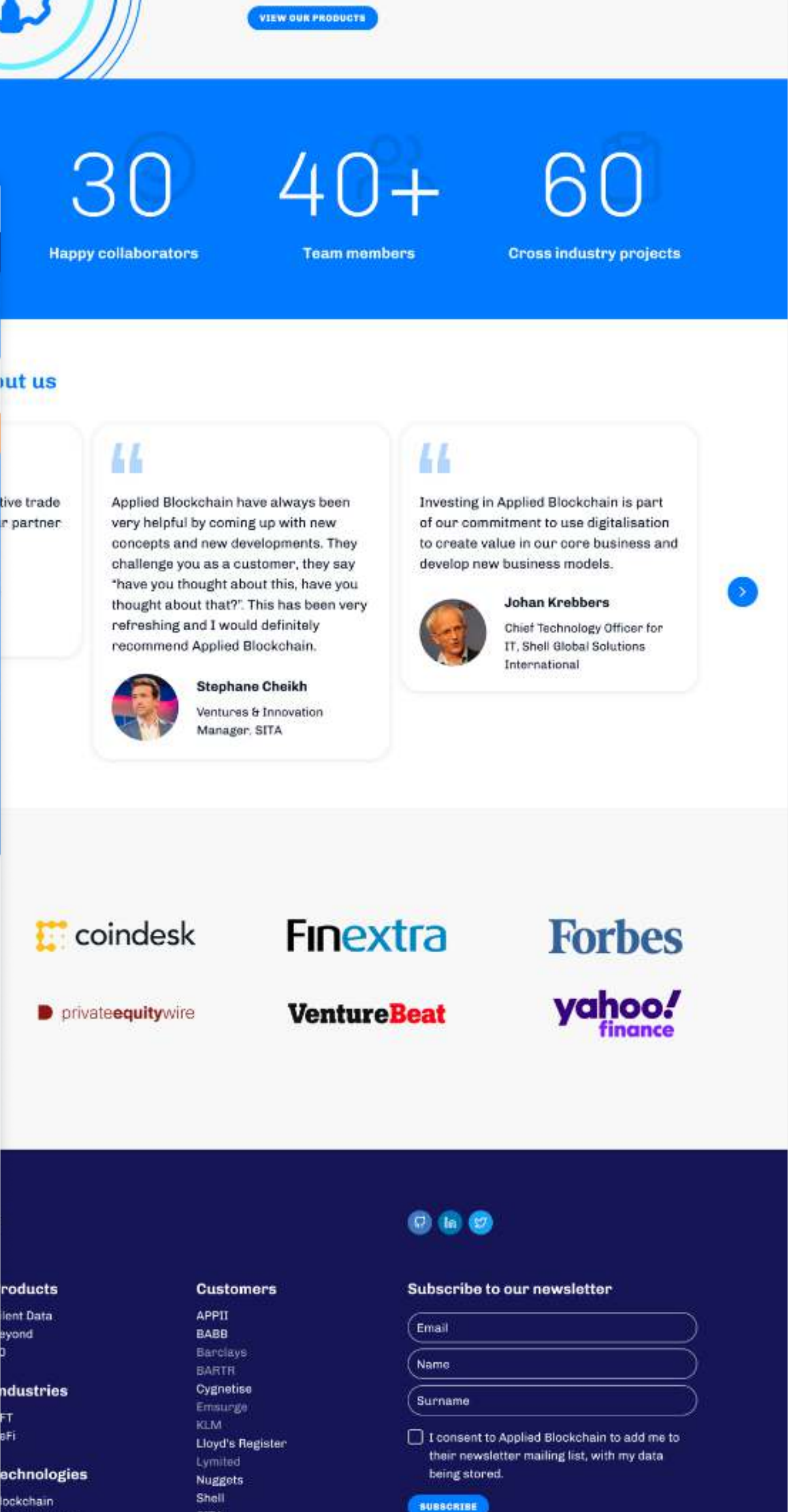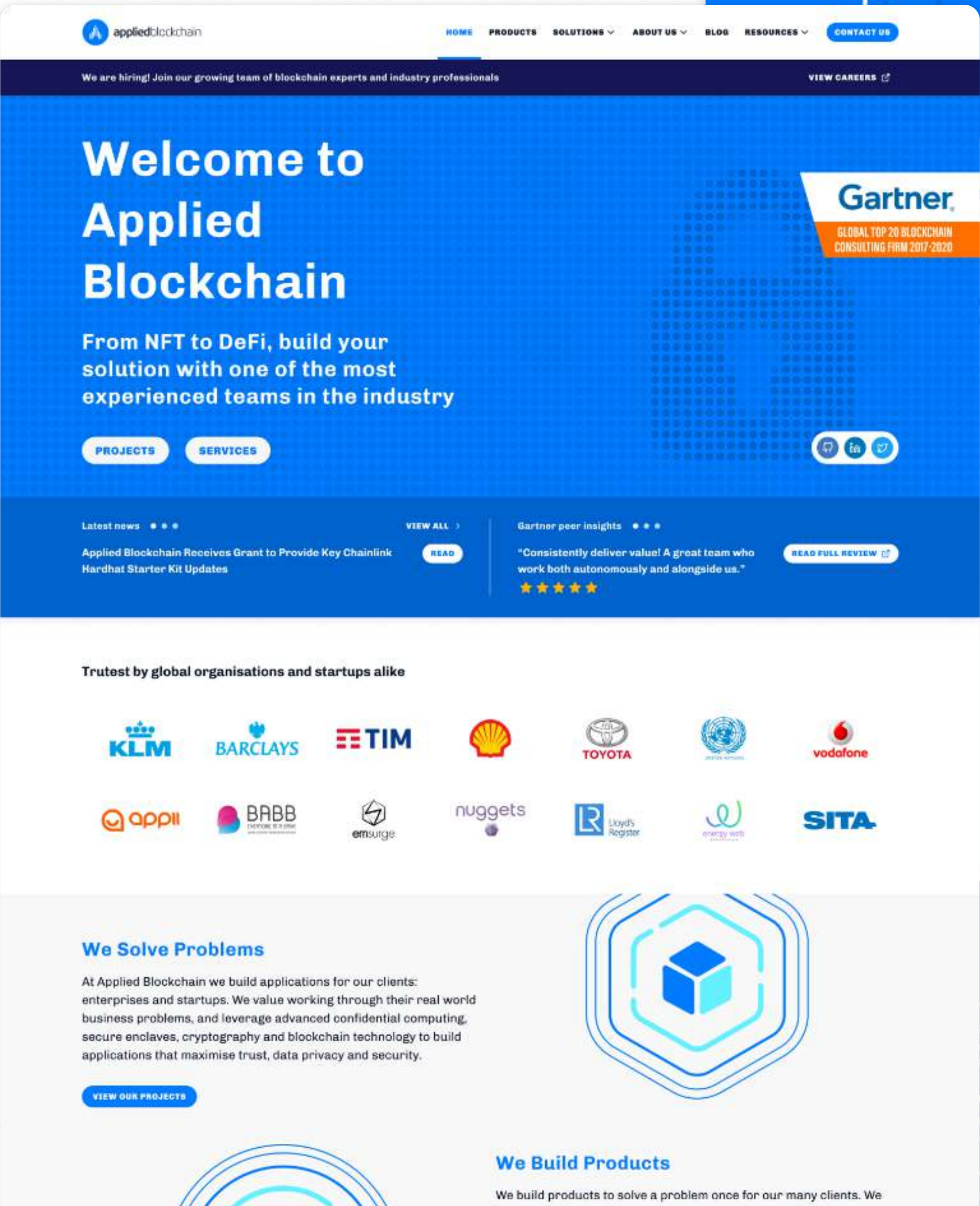
Projects/case studies

I implemented an article system, with a grid system for the entry page to be able to scan through all the case studies easily, and single pages for each case studies to showcase more content.
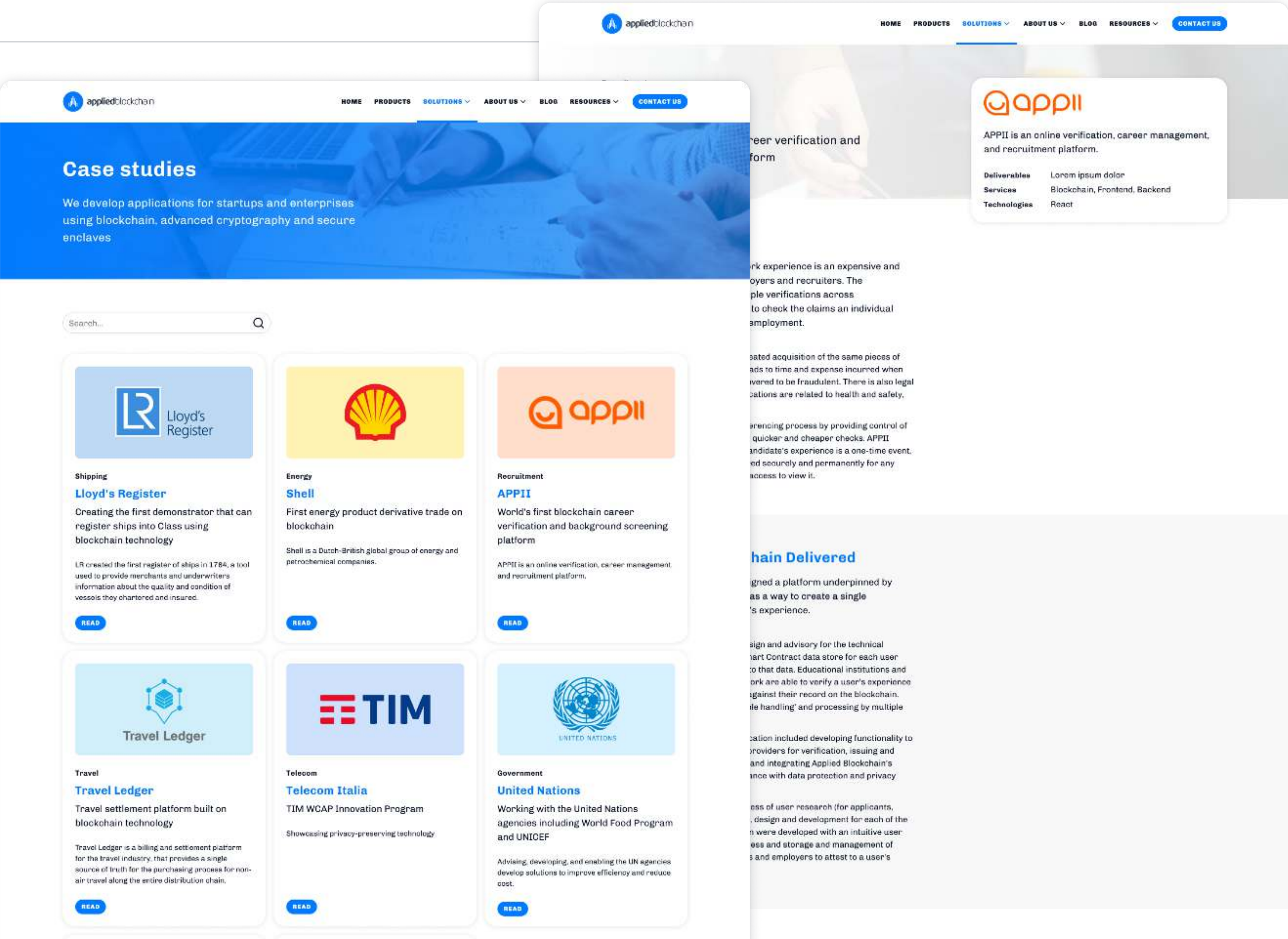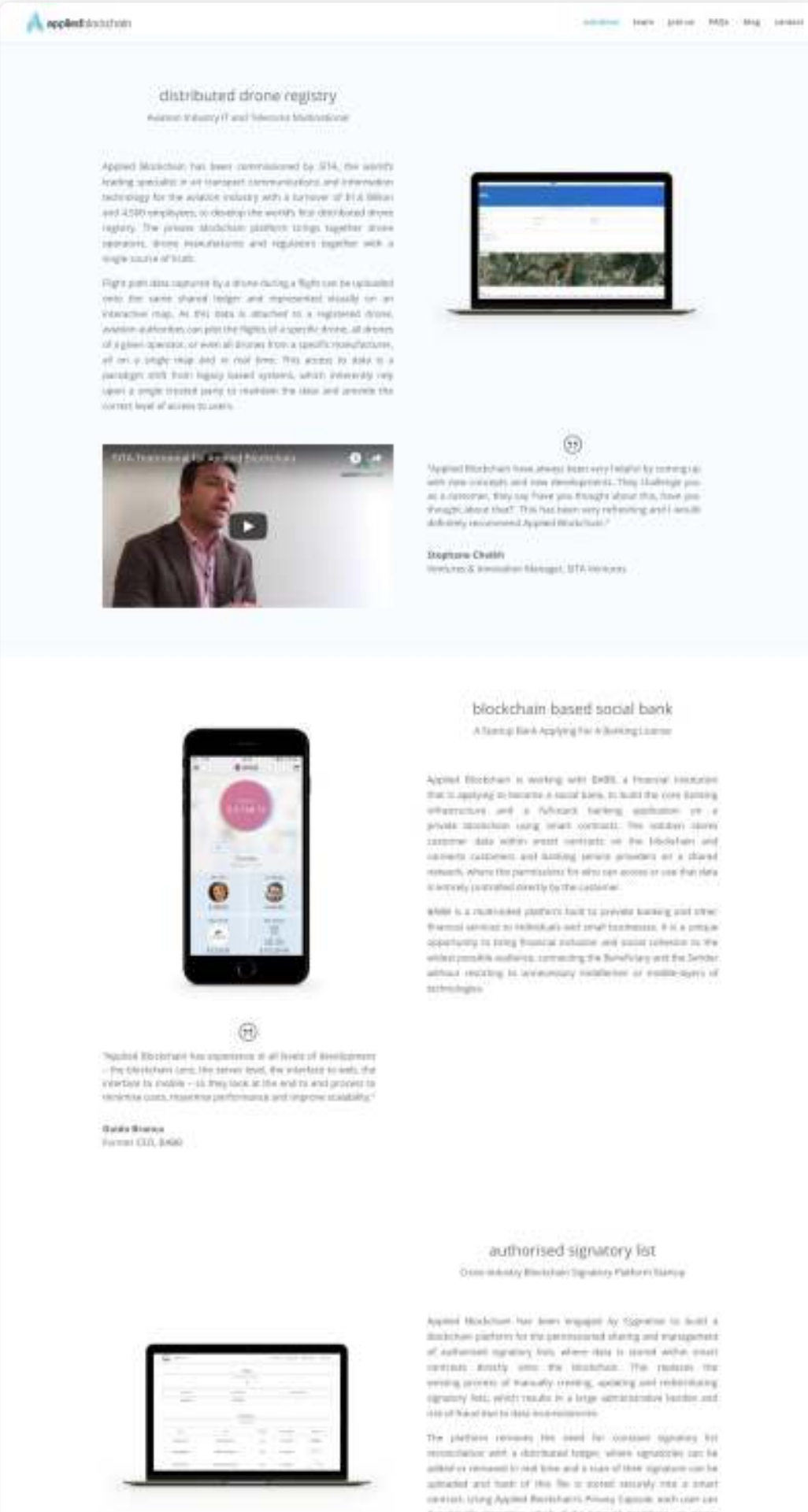
About

I broke the about page into multiple pages for SEO and better content distribution. User know exactly where to look fot the information they are looking for.
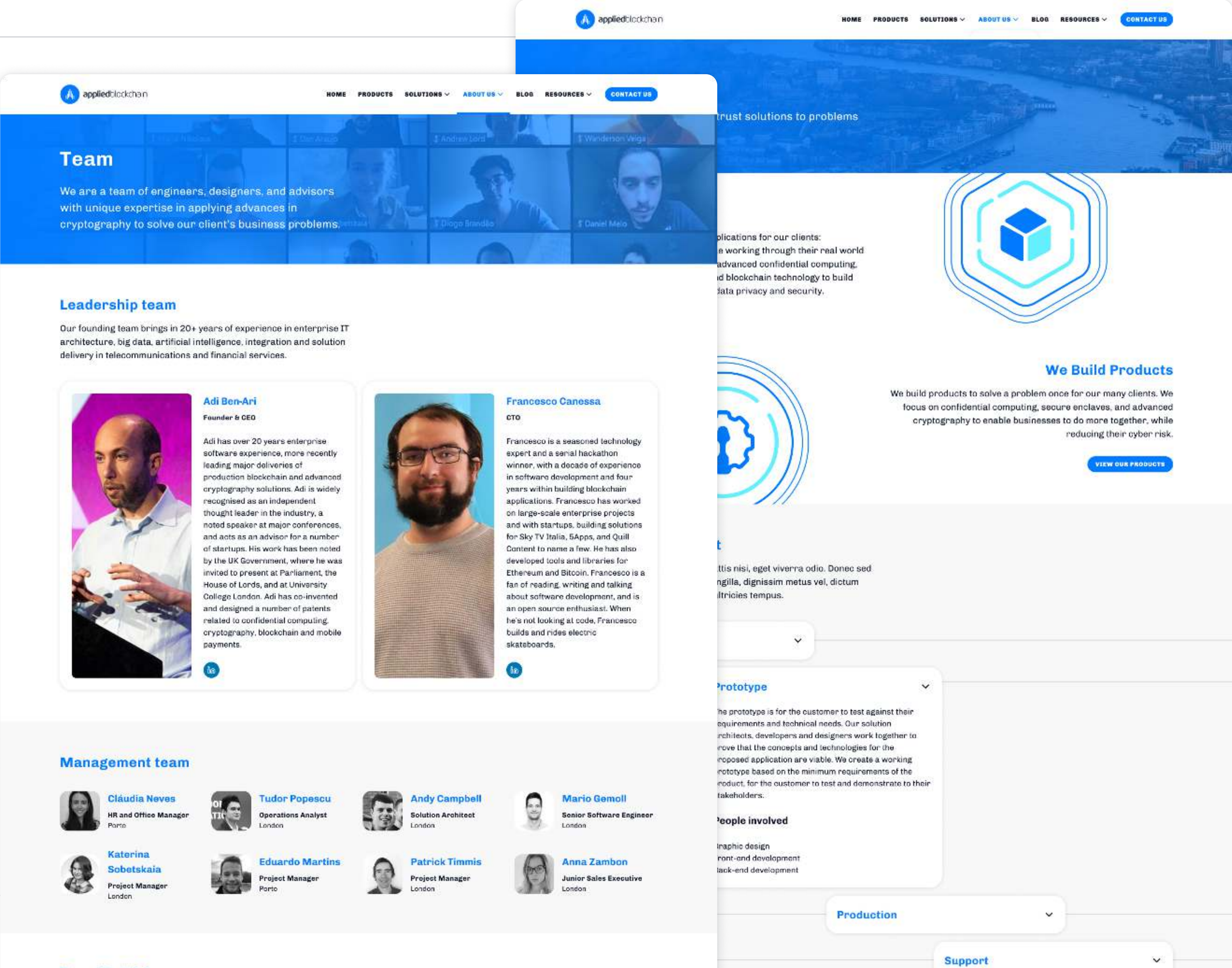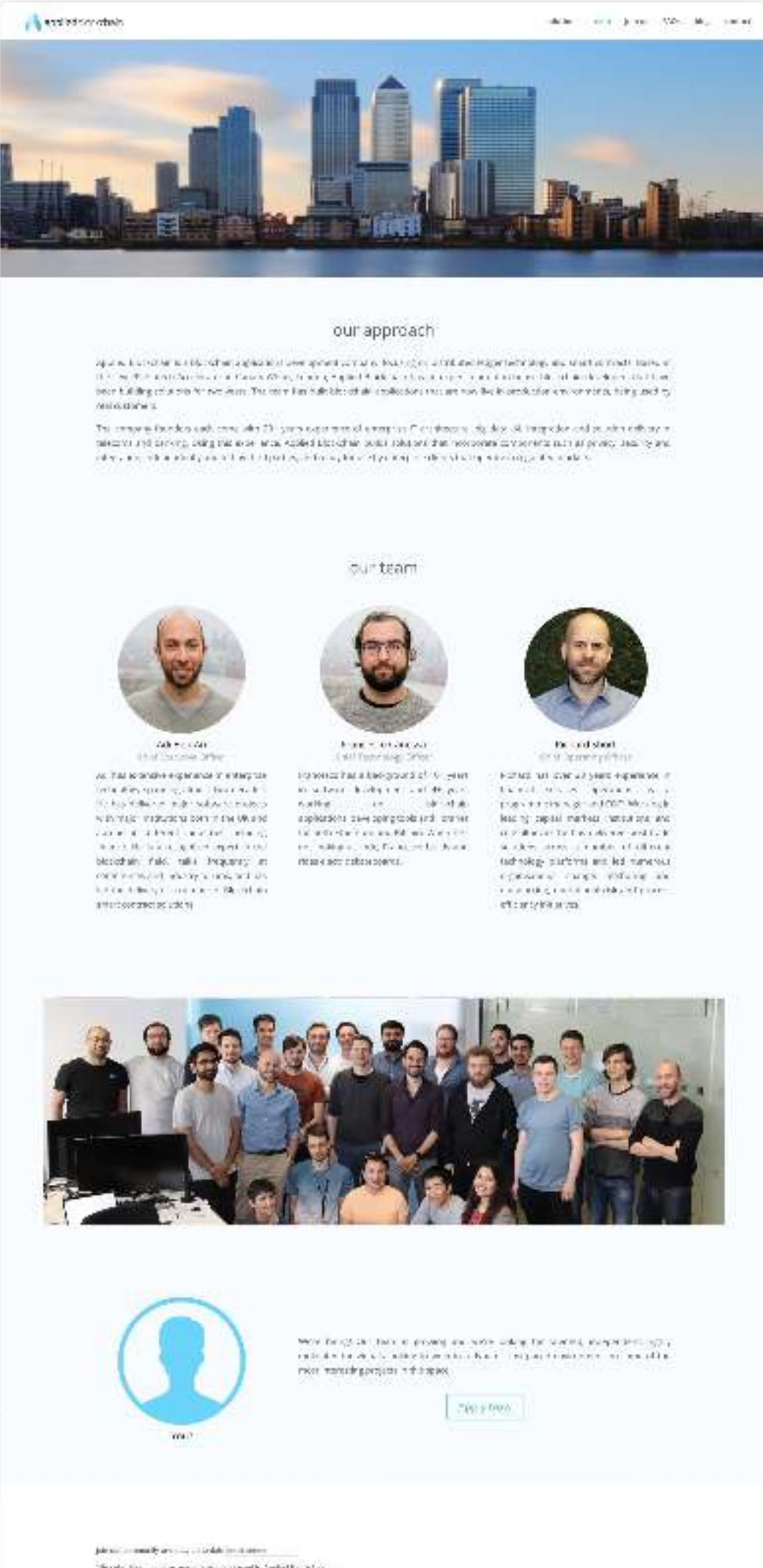
Blog

I introduced a standard grid system instead of a vertical layout to see more information on the page.
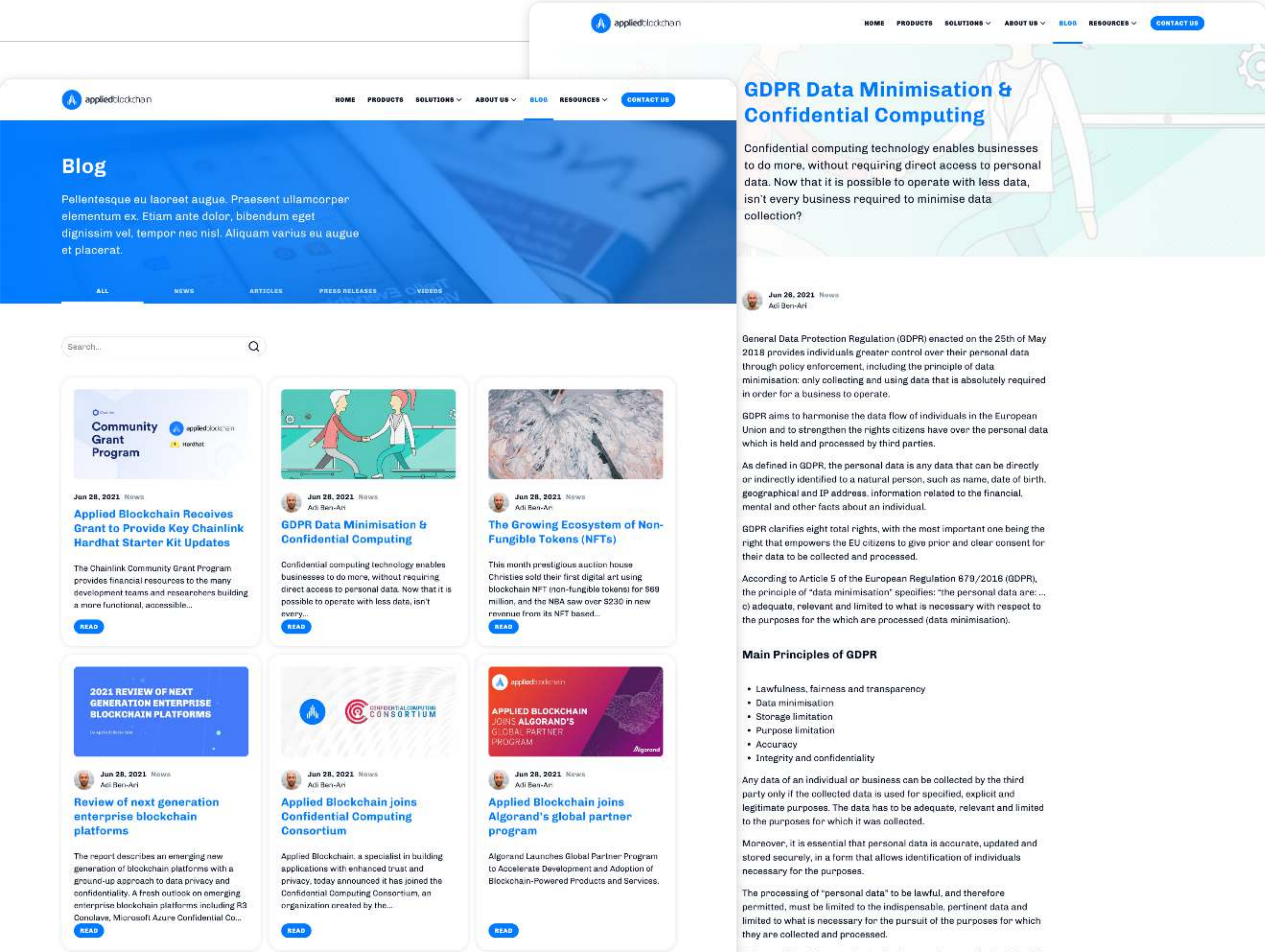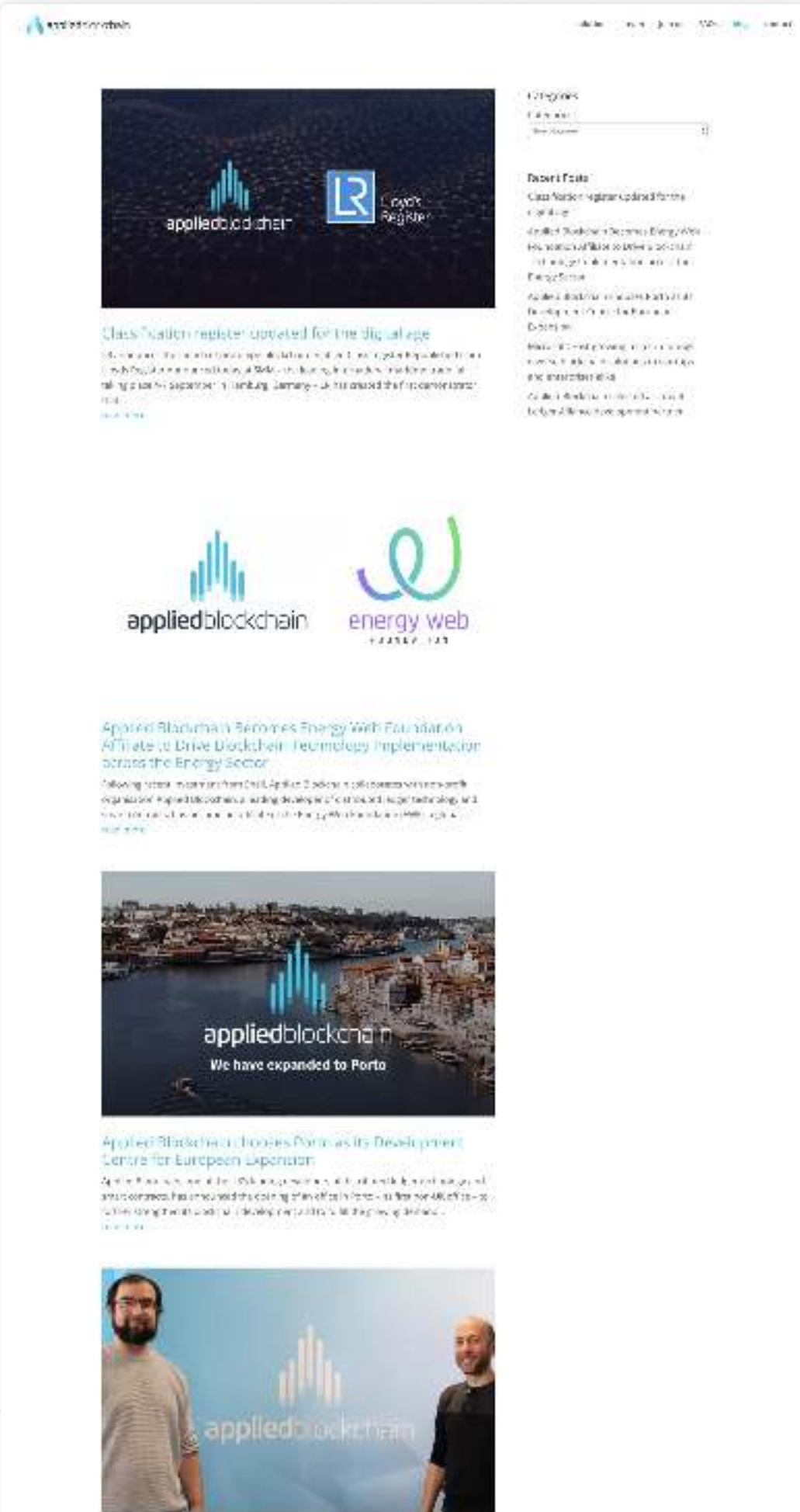
Contact

The company had expended internationally, it was important to show it. The contact page was the perfect place to do so, and it allowed me to transform a bland form page into a graphically appealing one.

7
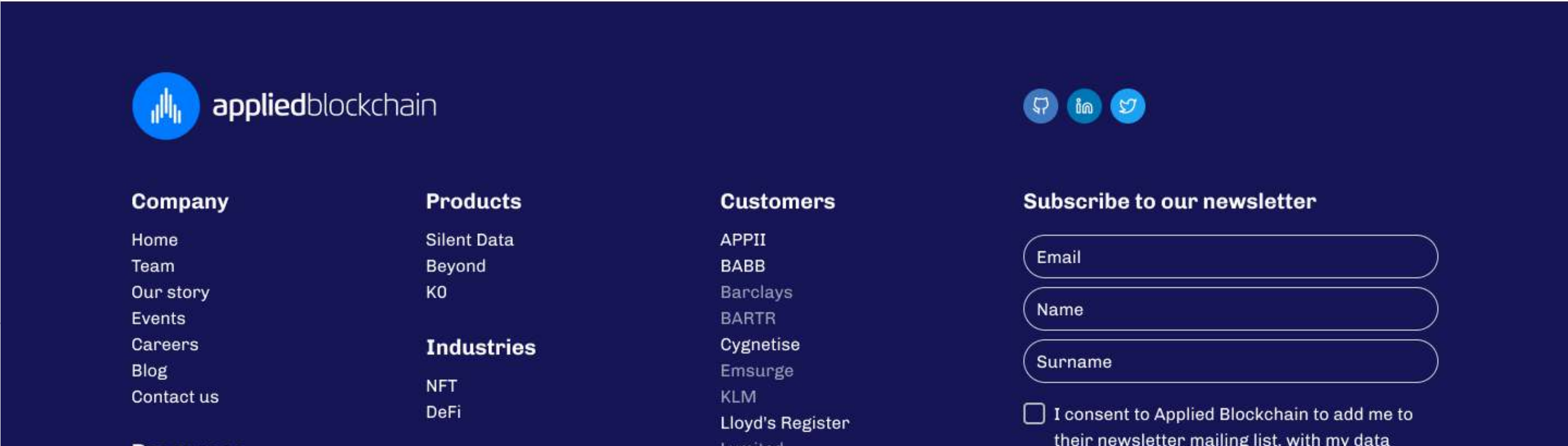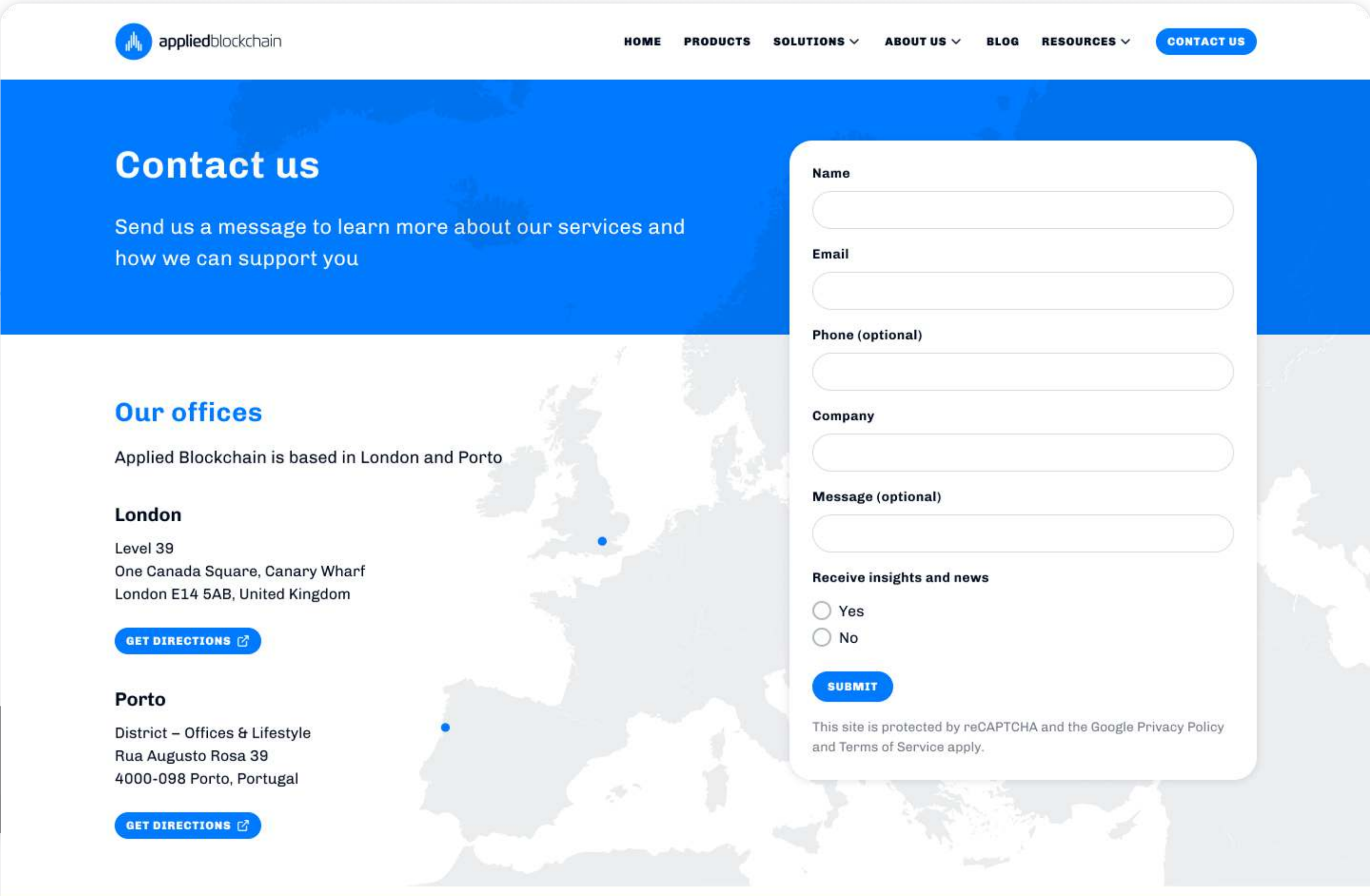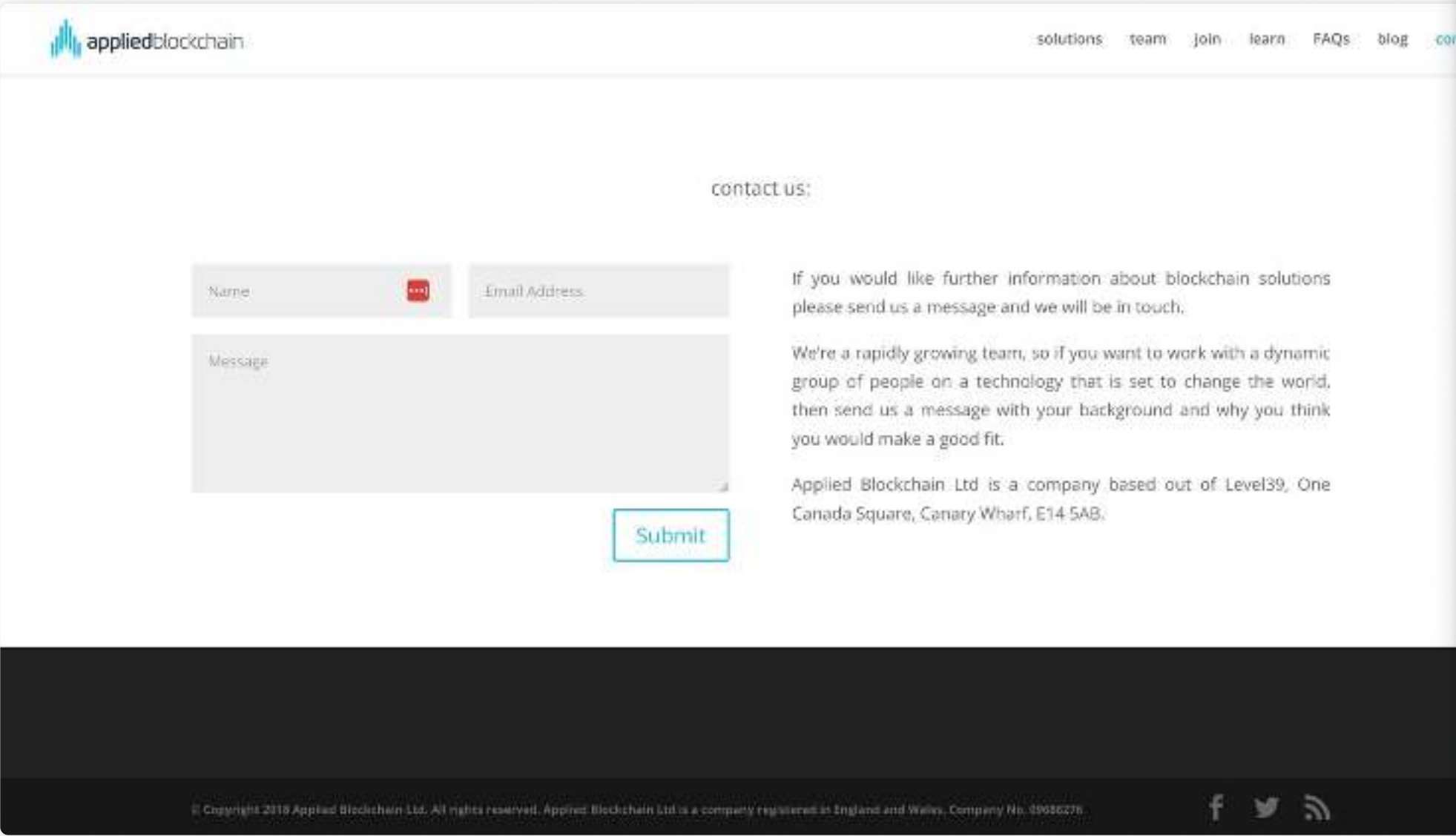
Trading platform design system

UX and UI consultation

The platform was started as an MVP and new features were added on top of each other without any thought for the design coherence. I was brought on board for a full UI/UX consultation to redo the design completely and create a strong and sustainable design system.
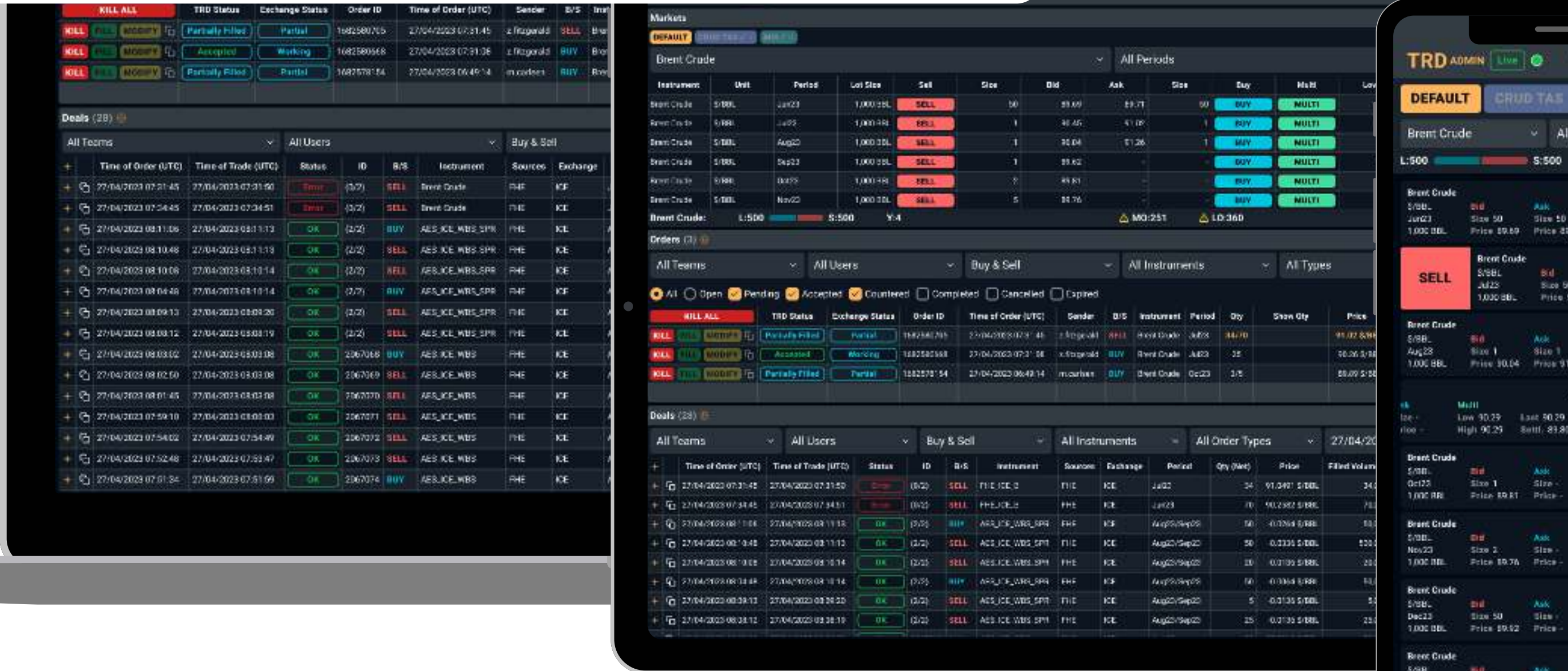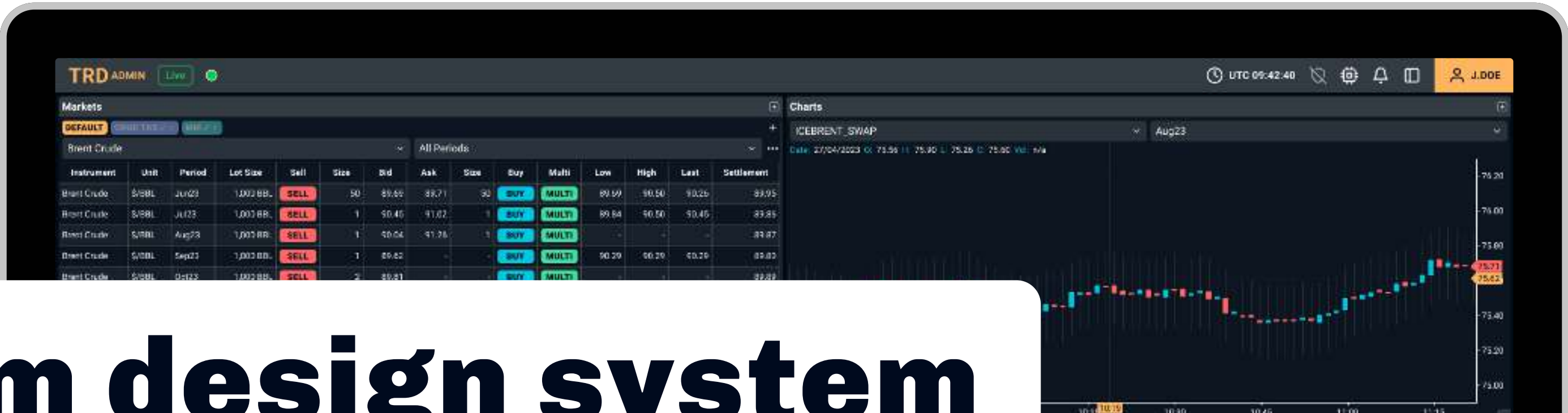
Design system

The first part of the work was to analyse the platform to highlight what was needed and the different component I was going to create. I then designed the whole system and coded it in React for the developers to use.

Trading platform design system
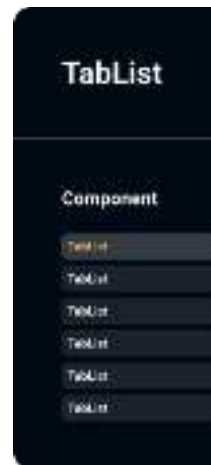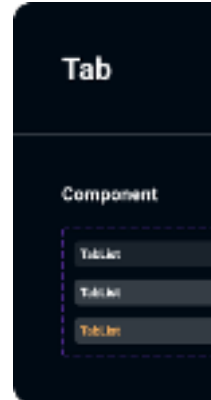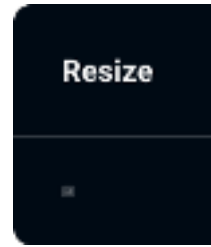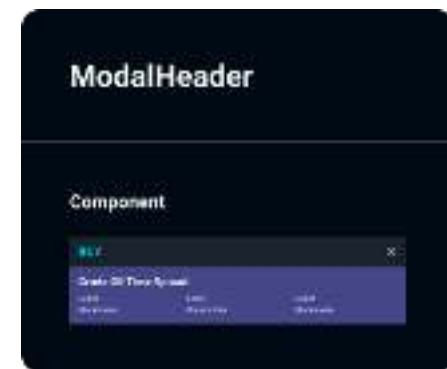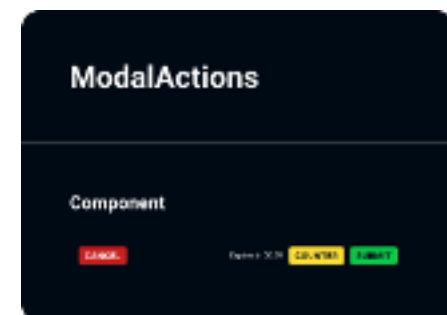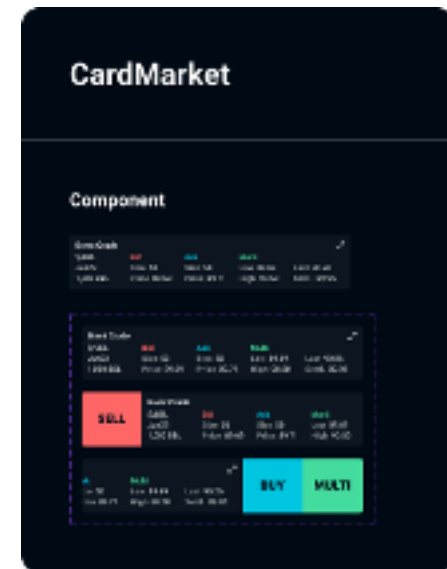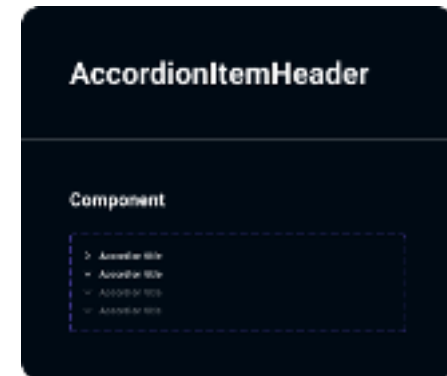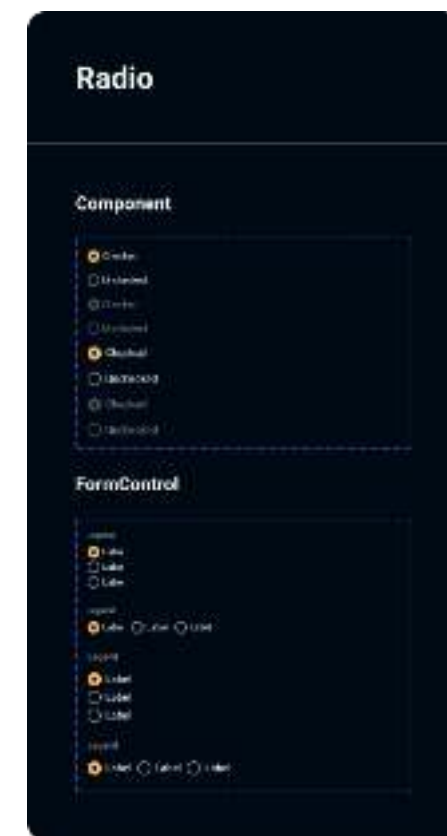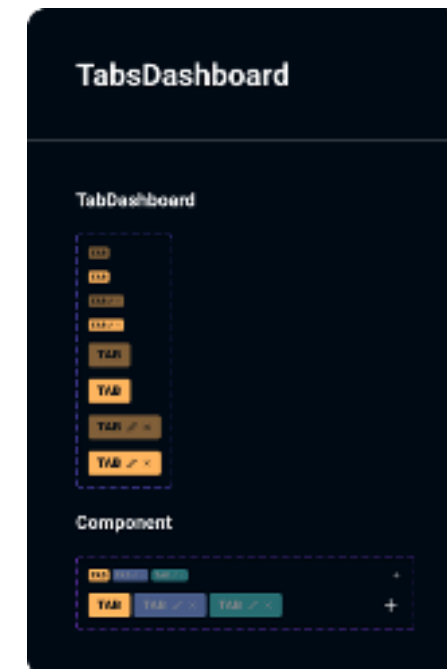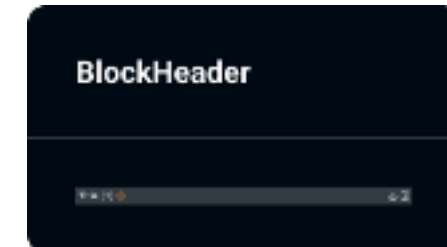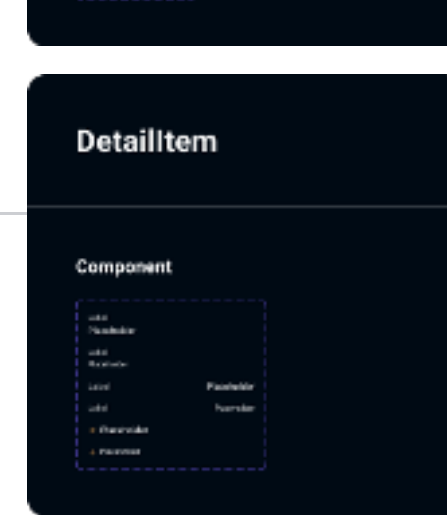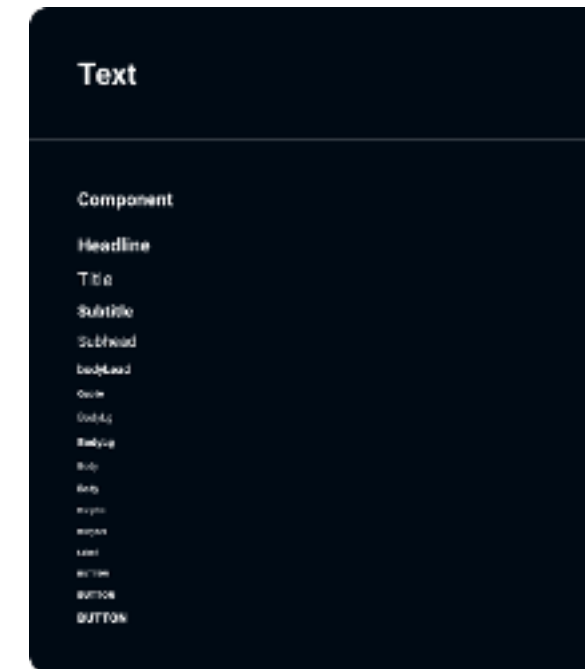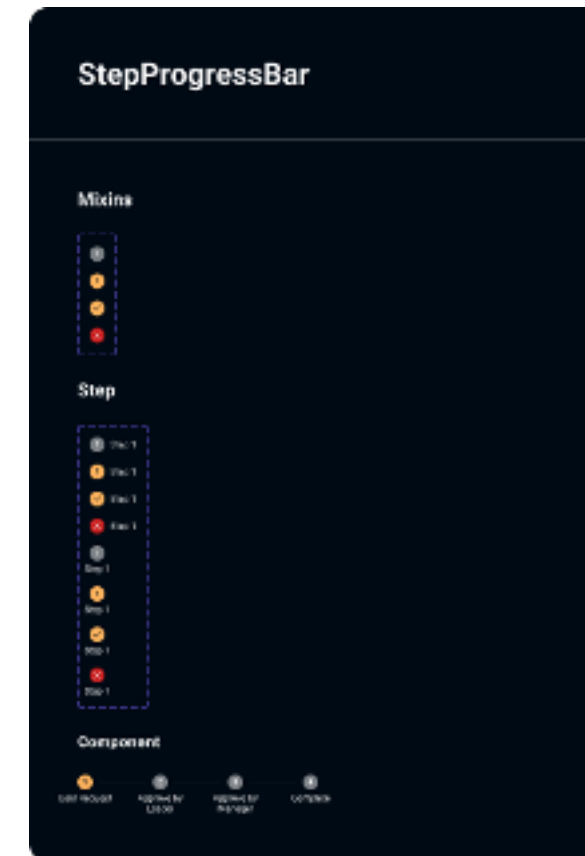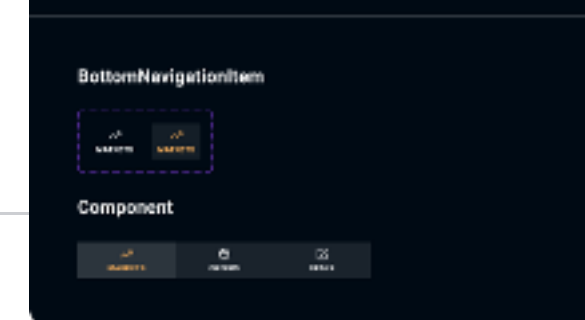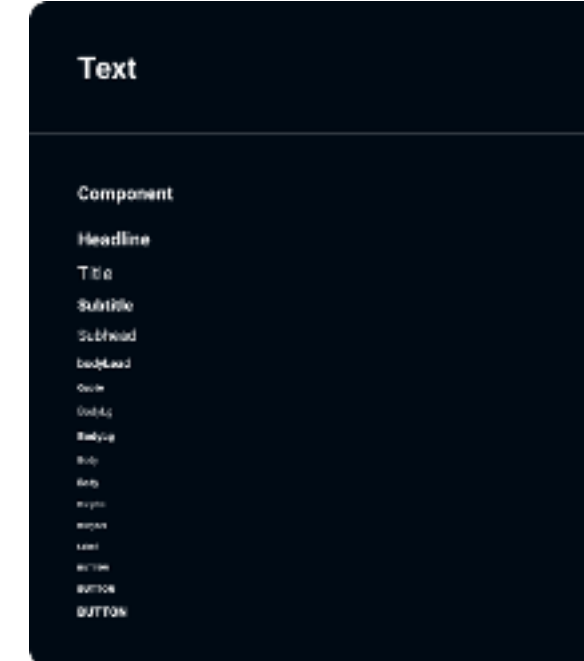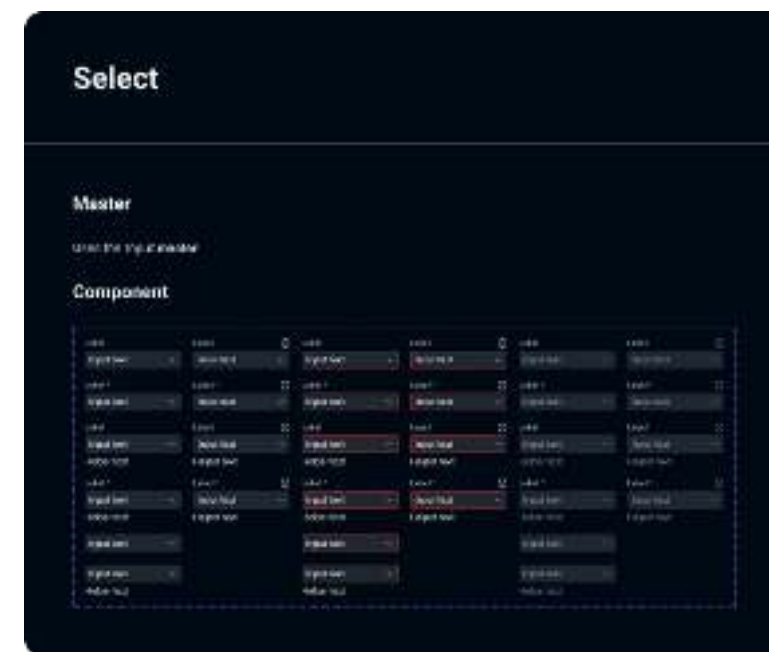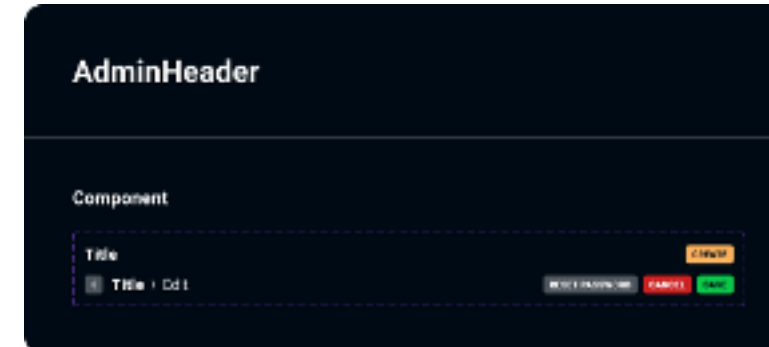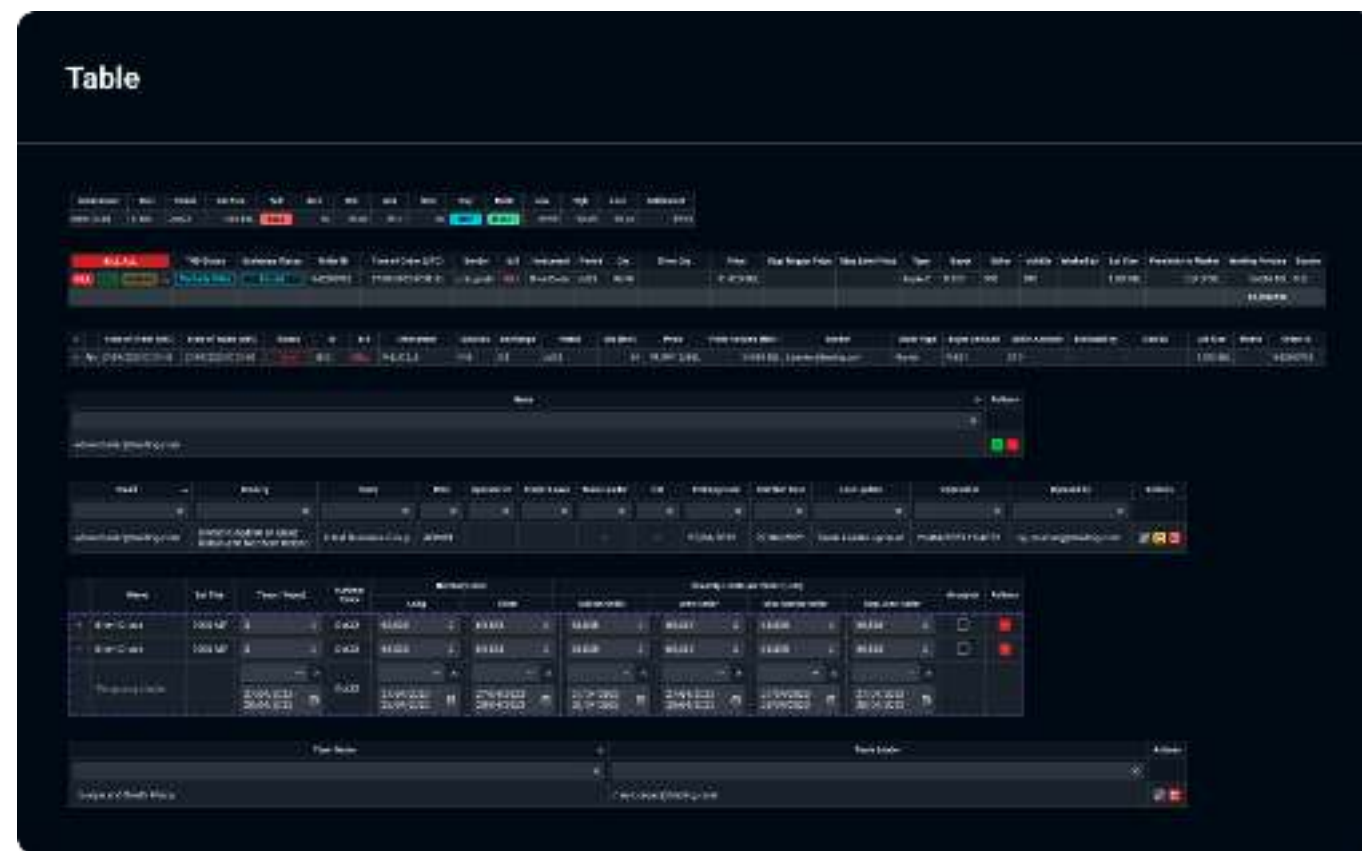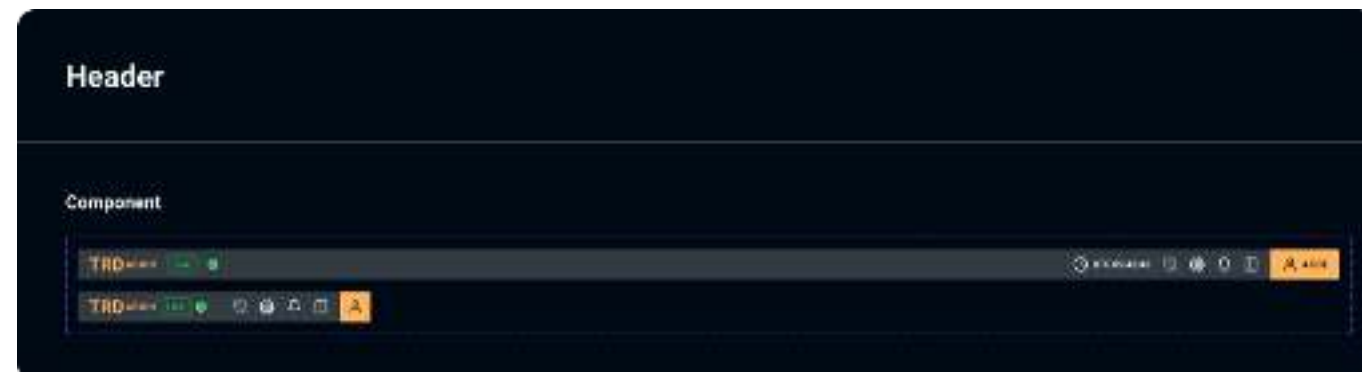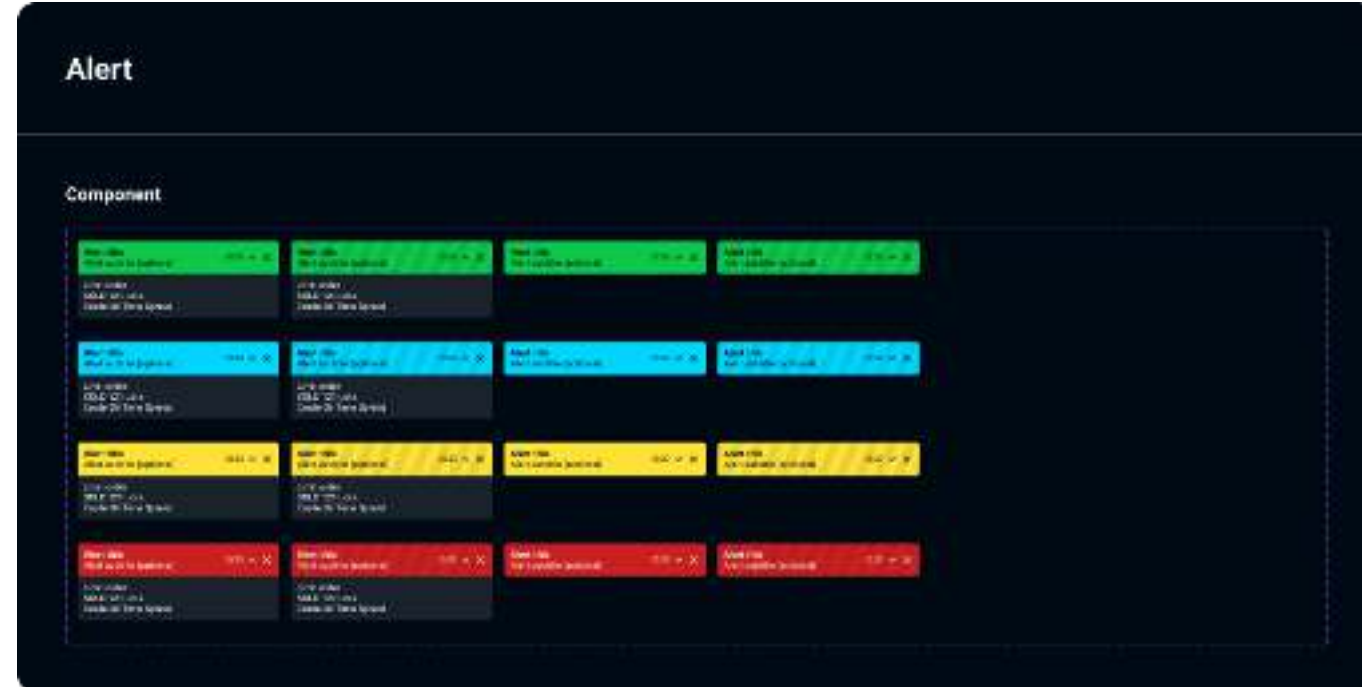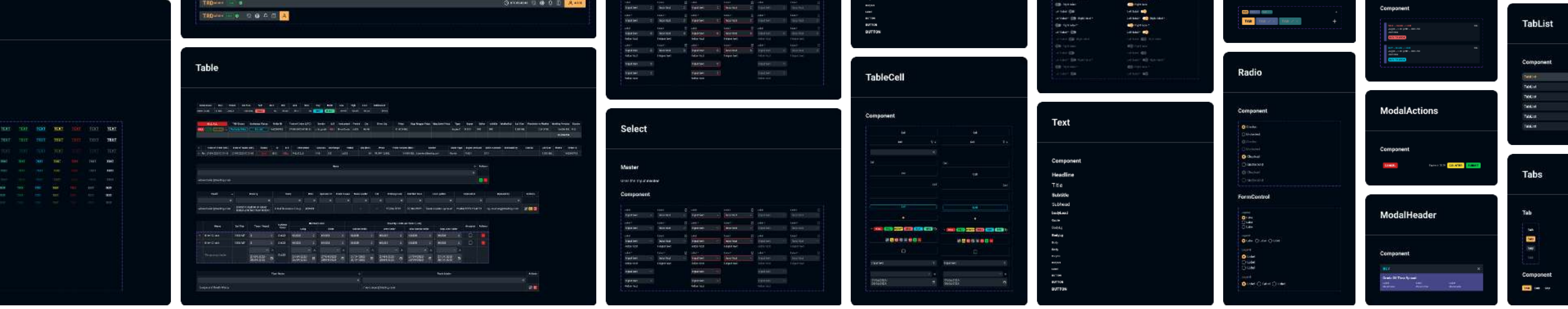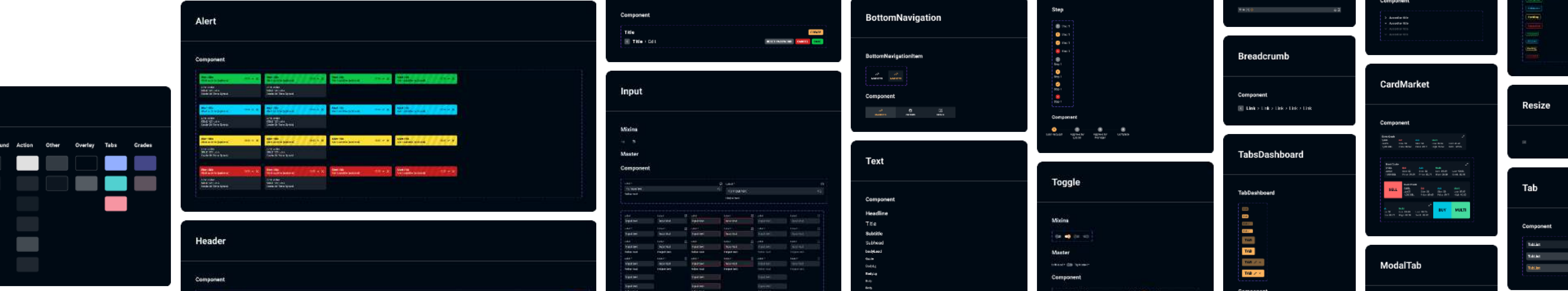
I hope you enjoyed my work

Contact me if you want to start a project together

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