



Benjamin Jouve

Product Designer

From agencies to freelancing, key accounts to start-ups, I've been working as a digital creative for over 15 years, including 8 years in the SportTech industry. After launching my own FoodTech project as a co-founder and designer, I'm now looking for a new project to support its growth, product and brand strategy. I'm as comfortable with product design as I am with brand design. I strive to contribute to something innovative and meaningful.

● Figma

● Adobe PSD, AI, IND

● Webflow

● AI builder

Contact & portfolio

b1jjouve@gmail.com

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Portfolio available on Behance ↗

Skills

Design

UI/UX

Management

Strategy

Design systems

Product thinking

Art direction

Branding

Storyboarding

Product Design

Education

**The Design Crew**

Jan-Feb 2026

Bootcamp Product Design

**Sup de Pub - INSEEC**

2008 - 2010

Digital Creative/E-marketing Master

**ESPL - Campus des Écoles Supérieures des Pays de Loire**

2007 - 2008

Communication Advertising Marketing Bachelor (work-study programm)

**Université de Tours**

2005 - 2007

Techniques de commercialisation DUT

Interests

Mountain Bike

Outdoor

Design

Crossfit

Travel

Chess

Reiki

Food

Experiences

**Napp**

Since May 2023

Co-founder / Product Designer

- Co-founded a FoodTech startup building the first restaurant dish search engine based on AI.
- Designed the product across platforms (iOS, Android, WebApp).
- Led branding, content, product strategy and user acquisition initiatives.
- Handled partnerships and early business development efforts.

**Sportheroes**

Nov 2015 - May 2023

Head of brands / product design

- Led the branding of all Sport Heroes brands included United Heroes (B2B) and Running Heroes (B2C).
- Oversaw the artistic direction of multiple digital projects beyond branding.
- Built and managed a team of 2 designers (graphic & motion) and set up a product/brand design division.
- Collaborated with freelance designers and external partners.
- Created the first app to encourage people to run with rewards and involving challenges, then declined for others sports (Cycling, Swimming) and for companies (United Heroes)
- Hands-on in product design (UI/UX), including user research and interface conception.
- Developed and maintained design system including iconography and component libraries.

**Freelance**

May 2013 - Oct 2015

Art director / Designer

- Worked with leading agencies and brands such as Clarins, Hermès (FWA w/AKQA), SFR, Procter & Gamble, and PMU.
- Delivered digital concepts, UI design, and creative direction for websites and digital campaigns.

**Madmix Digital**

Sep 2012 - Apr 2013

Designer

- Concept and design of websites, digital banners (Flash/HTML5), and interface elements.
- Worked on HTML5/CSS3 integration for interactive experiences.

**Fullsix**

Mar 2011 - Sep 2012

Designer

- Designed and art-directed web projects for key clients: SFR, LCL, PMU, La Poste, Accor.
- Participated in large-scale digital campaigns and UX/UI design.

**\XL agency - TBWA group**

Mar 2010 - Feb 2011

Designer

- Web design and front-end development on WordPress.
- Early experience in community management and integrated campaigns.