



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

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📞 06 03 45 60 69

🌐 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

Moutain 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.