



Julien Picker

Senior Product Designer

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STATEMENT

Senior Designer with **12+ years** of experience, specializing in Product Design (UX, UI, prototyping, AI).

I help startups structure their product, clarify what really matters, and deliver interfaces that drive real value.

I also cover branding and web design when a full end-to-end experience is needed.

LINKS

Portfolio
www.picker.studio

LinkedIn
<https://www.linkedin.com/in/julien-picker-97542a28/>

Behance
<https://www.behance.net/julienpicker>

Dribbble
<https://dribbble.com/PickerJulien>

EDUCATION

ESAD – AMIENS
Graduated in June 2011

DNSEP in Design – ESAD Amiens

CORE EXPERTISE

Product Design UX / UI

UX research Discovery Personas Delivery

Wireframes High-fidelity Prototypes Design Systems

Usability Testing A/B Testing Prioritization

Branding & Art Direction

Visual Identity Brand Guidelines Storytelling

Creative Direction 360° Campaigns Editorial Design

Marketing Collaterals Web design (responsive)

Social Media Ads

Tools

Figma Framer Adobe Suite Claude Code

AI image generation AI Vibe coding tools

LANGUAGES

French
Native

English
Fluent

ADDITIONAL INFORMATION

Interests

Design System UI Kit AI New technologies

Cinema Motion Web Build Mentorship

Currently learning

Framer Spline 3d Vibe coding Motion graphics

WORK EXPERIENCE

Founding Designer • Zanni
Jan 2026 -> Now Paris, France

- End-to-end UX/UI design of a mobile app for personalized birthday reminders (onboarding, push notifications, social interactions).
- Defined user journeys, designed wireframes and interactive prototypes in Figma.
- Shipped the native v1 (iOS + Android) in 2 months with AI-assisted development.
- Defining the overall business and monetization vision.

Senior Product Designer • Pletor (freelance)
Jan 2026 -> Apr 2026 Paris, France

- Accelerated product delivery on a scaling AI SaaS, shaping key features to prepare the product for scale
- Designed high-impact features driving activation and performance across the core offering
- Structured advanced management and orchestration logic for complex creative workflows
- Evolved the Design System and partnered closely with Founders, Product & Engineering on UI and Product Design

First Product Designer • Rufus (freelance)
Aug 2025 -> Nov 2025 Paris, France

- Built the recruitment SaaS from scratch, from user research to final UI
- Created the full visual identity (logo, brand guidelines, design system)
- Designed and shipped the marketing website aligned with product positioning
- Worked closely with founders and engineering to prioritize and ship core features

First Product Designer • Talentfindr (freelance)
Dec 2024 -> May 2025 Paris, France

- Designed a conversational SaaS platform for AI-driven recruiting.
- Full design ownership: UX Research, user interviews, flows, prototyping, and UI design.
- Built a scalable Figma Design System ensuring consistency and faster handoff to dev.
- Impact: +25% self-service usage, -30% support tickets, +20% conversion.

Product designer • Kor (freelance)
Jan 2024 -> Apr 2024 Paris, France

- Redesigned the onboarding and booking journeys for a medtech startup in preventive care.
- Ran a full UX audit, then iterated wireframes, user journeys and high-fidelity mockups tested with patients.
- Delivered a modular design system to support scalability across the product.
- Impact: average onboarding time reduced by -35%, booking completion up +25%.

Exploring new environment • Lity
Oct 2021 -> May 2025 Paris, France

- A professional detour into Product & Design recruitment, working closely with startups, scale-ups, founders, and a wide range of Product & Design profiles.
- This experience gave me a deeper understanding of the market, the roles, and what distinguishes strong designers from exceptional ones — knowledge I now bring back into my Product Design practice.

Lead Art Director • Voodoo
2018 -> 2021 Douala, Cameroon

- Led creative direction for 360° campaigns (TV, print, digital, social media) for **Orange, Free, Total, Brasseries du Cameroun**.
- Developed and rolled out visual identities tailored to multiple African markets.
- Managed a creative team of 5 graphic designers across regions.
- Impact: campaigns reached +2M impressions on social media, brand awareness increased by +15% (survey-based)

Freelance Designer • (UX/UI, Branding, Print & Web)
Jun 2012 -> Now Paris and Douala Remote

- Delivered projects and campaigns for **Musée du Louvre, Chateau de Fontainebleau, French Ministry of Culture, Quai Branly Museum**.
- Created brand guidelines and visual identities for cultural and corporate clients.
- Designed and prototyped responsive websites & digital platforms.
- Print design: catalogues, books, posters, signage, exhibitions.