

Julien DESROCHES

Designer graphique

PORTFOLIO

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www.juliendesroches.net



Julien Desroches



jusohei



Enthousiaste et passionné, à l'affût de l'évolution des tendances et des technologies digitales. Amoureux de la calligraphie latine, co-fondateur et artiste d'un collectif de street art et dernièrement captivé par l'UX design.

Titulaire d'un BTS en Communication Visuelle, option graphisme, édition publicité en 2006 et d'un master en Direction Artistique Numérique obtenu par VAE en 2021, j'ai principalement acquis mon expertise en design graphique, au sein de l'agence Pixelis et l'icône Brand Keeper durant 10 années consécutives, ainsi que par ma veille permanente et mes projets personnels.

EXPERIENCES

2021	UX/UI designer Intempora Softwares	<ul style="list-style-type: none">• Audit UX/UI pour le site institutionnel et les interfaces logiciels.• Redéfinition du parcours utilisateur pour le téléchargement des logiciels.• Design UI pour le site institutionnel et les interfaces logiciels.• Créations graphiques pour le pôle Marketing / Communication.
2020	Directeur artistique 360° Groupe Médialiance Graphic	<ul style="list-style-type: none">• Direction de l'équipe design packaging pour Carrefour et Cora.• Création et gestion autonome de projets de packaging, brand et web
2009 2019	Designer print senior, Référent digital interne Pixelis / Ikône brand Keeper	<ul style="list-style-type: none">• Direction de l'équipe de développement de la nouvelle identité Truffaut.• Responsable des assets digitaux de l'agence.• Formation et encadrement des graphistes junior.• Création et exécution technique packaging et édition.
2008	Designer web 3MD Studio	<ul style="list-style-type: none">• Intégration HTML / CSS• Intégration des retours clients.• Propositions de design web

FORMATIONS

- 2021 / Master Direction artistique numérique par VAE @ LISAA Paris.
- 2021 / Parcours diplômant UX / UI @ Institut DORANCO, Paris.
- 2007 / Formation webdesigner @ GRETA de la Création et du design, Paris.
- 2006 / BTS Communication Visuelle (alternance), graphisme édition publicité @ EFFICOM, Paris.

LOGICIELS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

AFTER EFFECTS

ADOBE XD

FIGMA

HTML / CSS

WORDPRESS

MIRO

TRELLO

SAVOIRS-FAIRE

Direction artistique

Édition

Identité visuelle

Wireframes

Retouche photo

Prototypes

Design Packaging

Design UI

LANGUES ÉTRANGÈRES

ESPAGNOL : parlé couramment.

ANGLAIS : aisance à l'oral et à l'écrit.

DESIGN UI

DESIGN UI

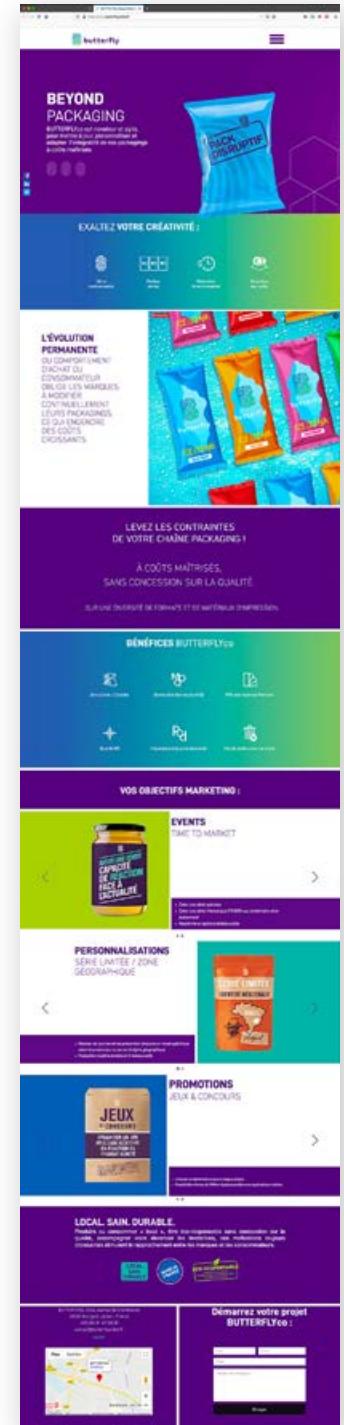
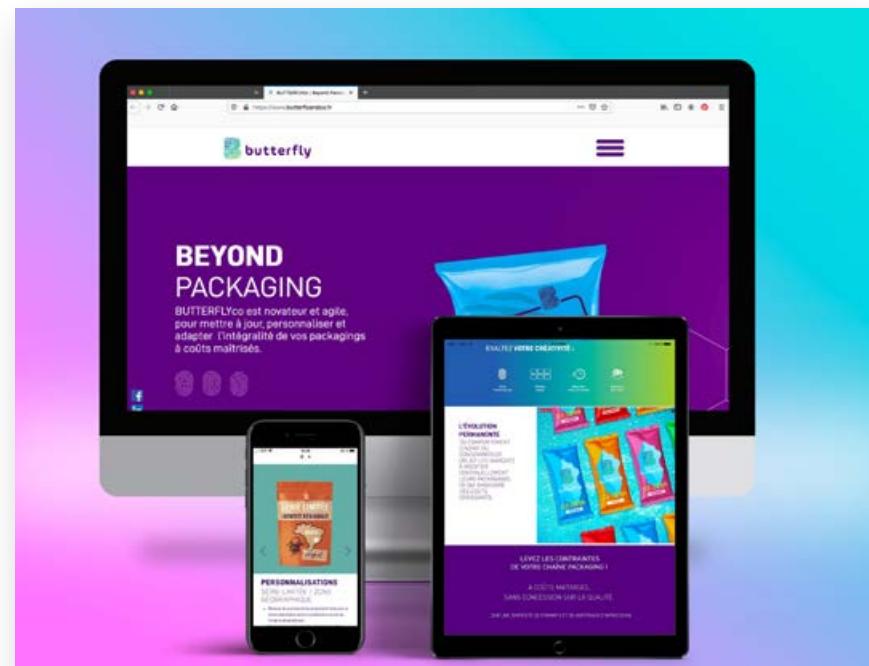
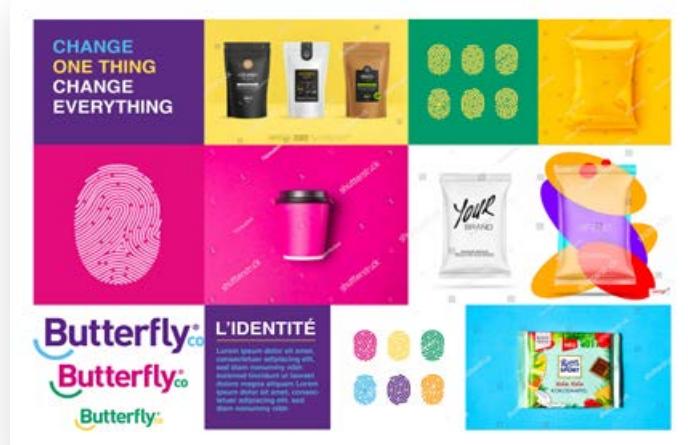
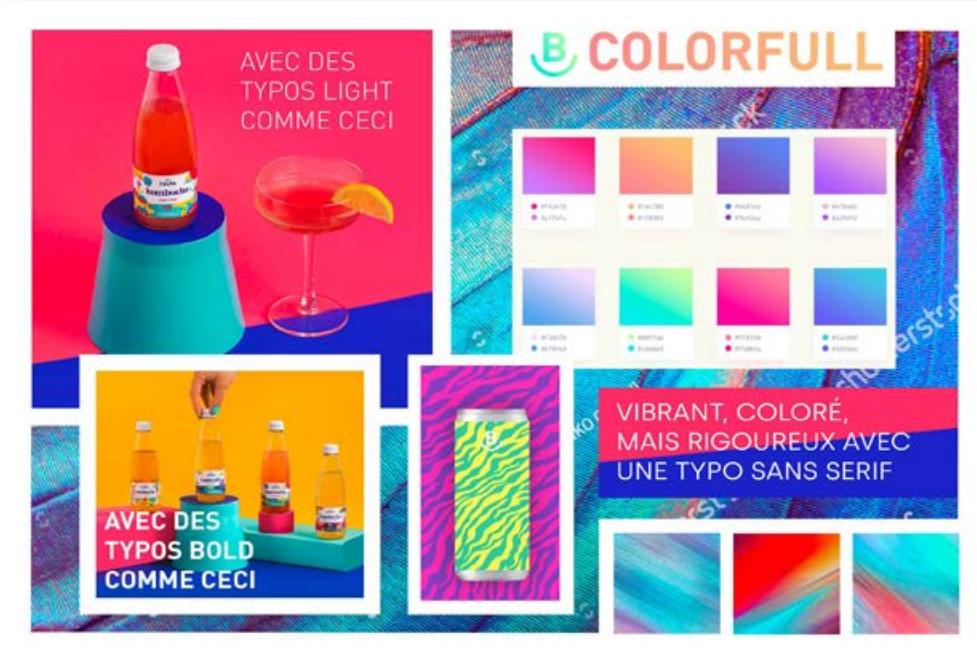
Site web Butterfly and Co

Butterfly and co est une entreprise proposant un service d'impression agile, dont le contenu peut-être facilement et rapidement modifié grâce à un système de gestion novateur utilisant un code informatique.

L'entreprise souhaitait se doter d'un interface web pour présenter son service.

- Direction artistique.
- Maquette.
- Suivi du développement.

[Voir le site](#)



DESIGN UI

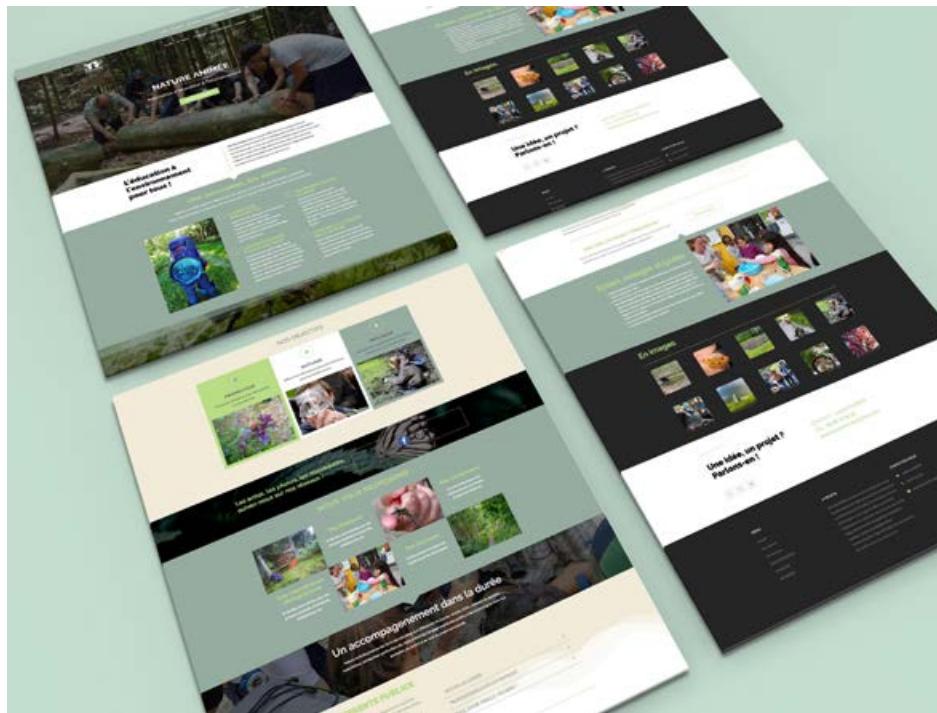
Site web Nature Animée

Nature Animée est structure engagée dans l'écologie. Elle propose des activités pédagogiques et de Team building en lien avec l'environnement et le développement durable.

L'entreprise souhaitait se doter d'un interface web pour présenter ses valeurs ainsi que ses différentes prestations.

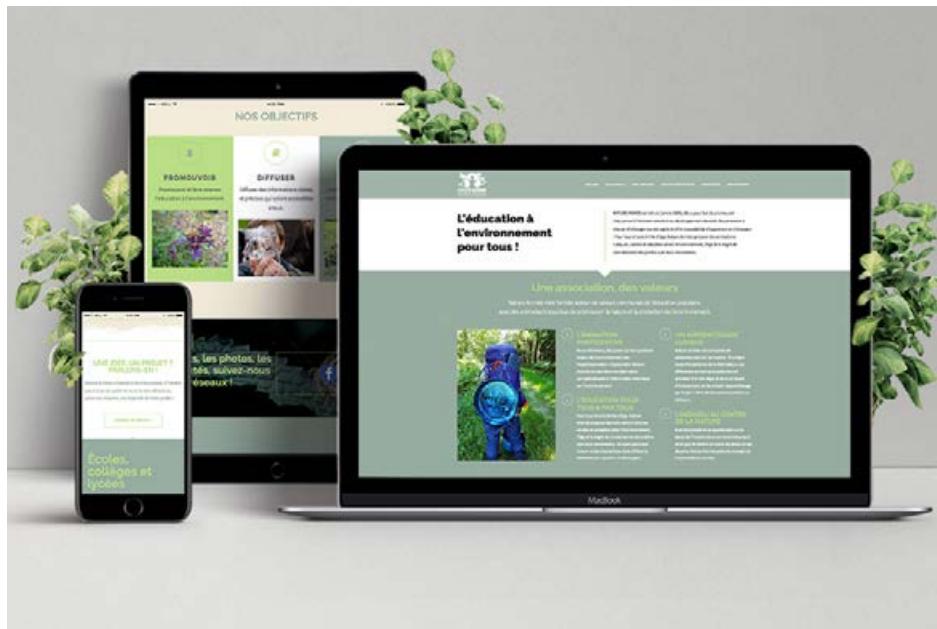
➤ Respect de la charte existante et introduction de nouveaux éléments de charte spécifiquement online.

jeux de société et dernièrement captivé par l'UX design.



- Direction artistique.
- Maquette.
- Intégration Wordpress.

[Voir le site](#)



PRINT



VERT

C=50 M=0 J=100 N=0



GRIS

C=25 M=0 J=25 N=40



fond-papier.eps

TITRE DE PARTIE Trade Gothic LT Std Bold

Titre principal Trade Gothic LT Std Bold

Titre de section Trade Gothic LT Std Bold

Et voluptatur sinte dolorro cus, vollamus est, inclo core natessi nis quunt ut quae corest, sunt. Luptur remperit doluptaqu tem re sendand itatecu ptiusam experum inisque nonsequis eatur aut ent, volum laboressit eaqui quos sanihil.

Trade Gothic LT Std Light

WEB



VERT

#badd8c



GRIS

#98acaf



BEIGE

#f1ebeda

TITRE DE PARTIE Raleway 600, sans serif

Titre principal Raleway 800, sans serif

Titre de section Raleway 600, sans serif

Et voluptatur sinte dolorro cus, vollamus est, inclo core natessi nis quunt ut quae corest, sunt. Luptur remperit doluptaqu tem re sendand itatecu ptiusam experum inisque nonsequis eatur aut ent, volum laboressit eaqui quos sanihil.

Source Sans, sans serif

DESIGN UX / UI

DESIGN UX/UI

Intempora

Intempora est une entreprise novatrice développant des logiciels de gestion de données de capteurs pour les systèmes autonomes et les intelligences artificielles.

- Travail sur différentes nouvelles pages du site institutionnel
- Approche Centrée Utilisateur
- Réalisation de wireframes
- Design UI en accord avec le design system du site



NEWS ROOM

Home > Newsroom >

23 items found for : Find what you're looking for

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- Press release
- Partnership
- Events
- Webinar
- Products updates
- Tutorials
- Live demo

Date

- 2022
- 2021
- 2020
- 2019
- 2018
- 2017
- 2016

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The world safety summit 2021

Mobilex had a lot to say and to show at this year's big mobility expo in Munich. Here's a recap with all our sessions, reveals, and announcements.

Intel Processors Selected to Power Next-Gen DOE Supercomputers

Next-gen Intel Xeon Scalable processors to provide expanded computing resources for the NNSA's stockpile stewardship mission.

Here's What You Might Have Missed from IAA 2021

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Expert Talks: Stefan Traxler on the most critical safety considerations of MotionWits

We sat down with Stefan Traxler, Functional Safety Manager at TTTech Auto, and got his point of view on the most critical safety...

Renu Robotics Transforming Vegetation Management with Intempora

Renu Robotics has equipped its Remobot, a fully autonomous, all-electric mower, with Intempora RTMaps™ software, reports Robotics Tomorrow.

Webinar : Intempora Innovation Oct. 27-28

Join CEO Nicolas Du Lac and other Intempora leaders virtually to learn more about the company's latest innovations for developers.

Intempora Showcases Advanced Software Solutions for Intelligent Transportation Systems and Mobile Applications at IAA Mobility

Intempora is hosting a press event at its IAA Mobility booth on Sept. 6 at 11:15 to 1:30 p.m. Velodyne executives will highlight how Velodyne's solutions deliver the performance, range and reliability to power customers' next-generation infrastructure and mobile applications.

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NEWS ROOM

Home > Newsroom >

FEATURED NEWS

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UPCOMING EVENT

The World Safety Summit 2021

Nov 2, 2021 9:00 am - 12:00 pm

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SEE ALL EVENTS >

PRESS RELEASE

Filter by :

- Press release
- Partnership
- Events
- Webinar
- Products updates
- Tutorials
- Live demo

Intempora Announces Multi-Year Supply Agreement with TOPDRIVE

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Intempora MADD Partner to Advance Understanding of Autonomous Vehicle Technology

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SEE ALL PRESS RELEASE >

EVENTS

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- Products updates
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- Live demo

ETRS Connections 2021

27.09.2021 - 28.09.2021

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SEE ALL EVENTS >

Newsroom

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FEATURED NEWS

Dolorum et seruum est.

Mobilex held a lot to say and to show at this year's big mobility expo in Munich. Here's a recap with all our sessions, reveals, and announcements.

RECENT NEWS

transdev the mobility company

Mobilex held a lot to say and to show at this year's big mobility expo in Munich. Here's a recap with all our sessions, reveals, and announcements.

SEE ALL NEWS >

UPCOMING EVENT

The Autonomous 2022

Mobilex held a lot to say and to show at this year's big mobility expo in Munich. Here's a recap with all our sessions, reveals, and announcements.

PRESS RELEASES

Quid facere Mandebit sit periculae velutatis

Mobilex held a lot to say and to show at this year's big mobility expo in Munich. Here's a recap with all our sessions, reveals, and announcements.

Quis excepturi occaecati expedita

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SEE ALL PRESS RELEASES >

EVENTS

The autonomous 2022

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SEE ALL EVENTS >

PRESS RELEASES

Intempora

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PRODUCTS

INDUSTRIES

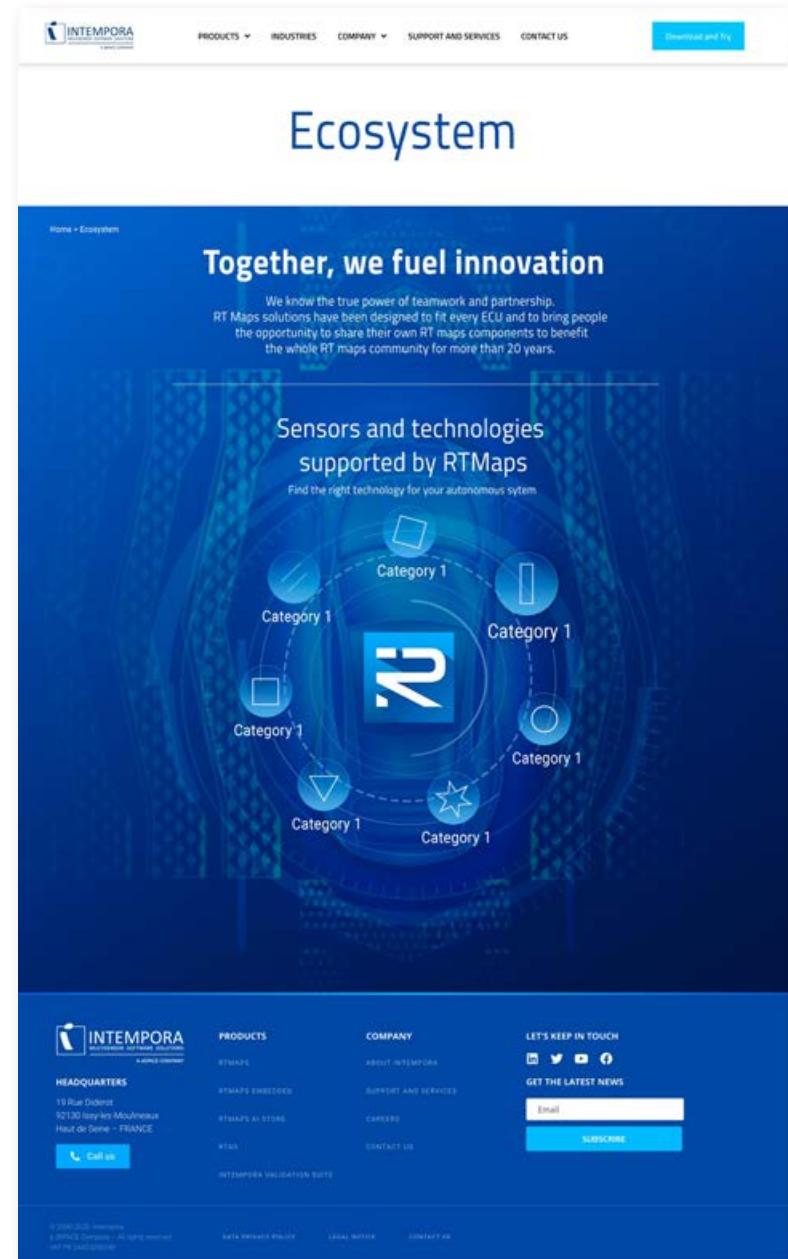
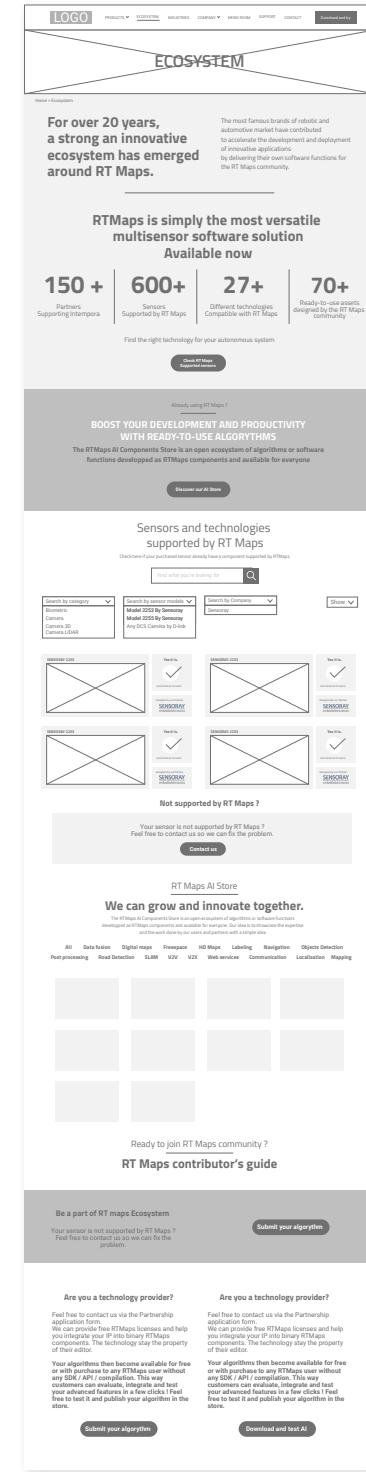
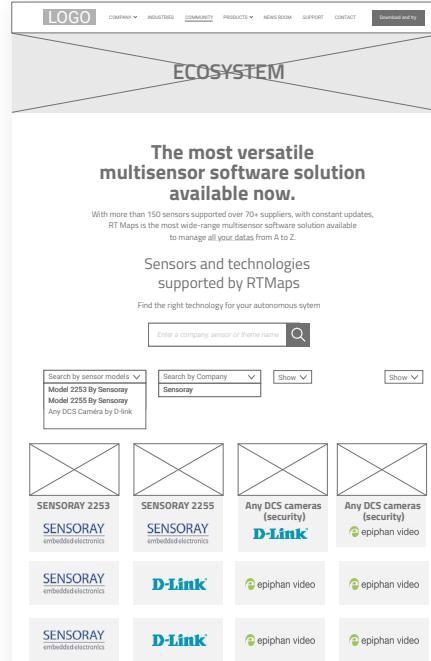
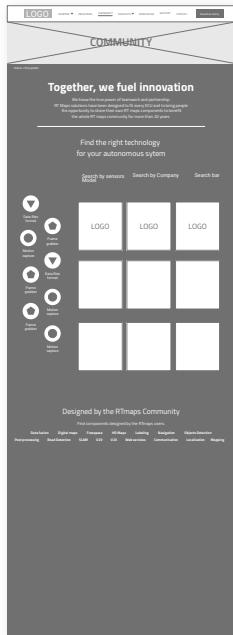
COMPANY

SUPPORT

BLOG

CONTACT

Download and try

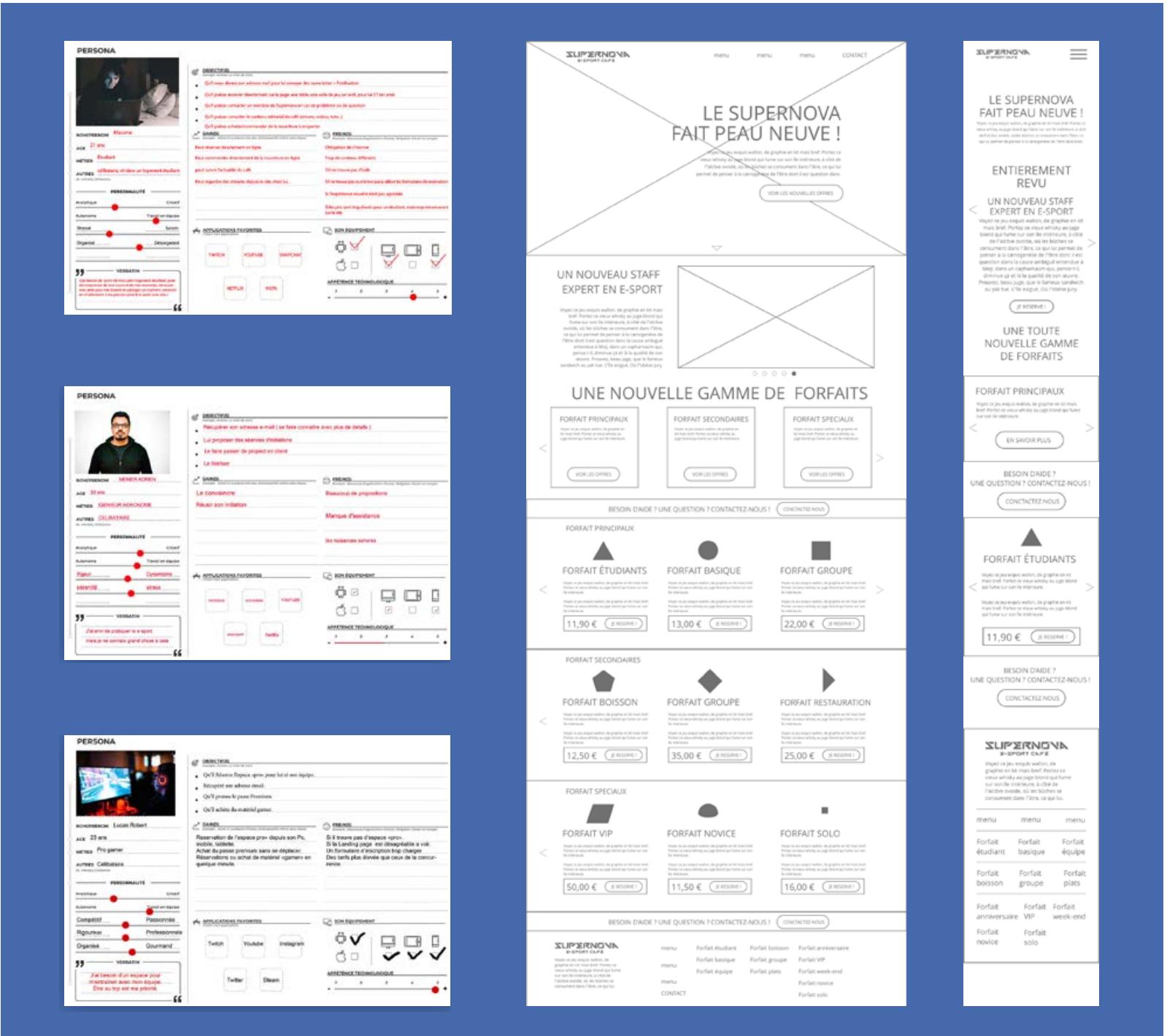


DESIGN UX/UI

Café Supernova

Atelier de groupe UX/UI pour un café dédié au e-sport voulant proposer de nouveaux forfaits pour de nouveaux prospects à travers une landing page.

- Recherches utilisateurs, définitions des besoins, des attentes et des problèmes des potentiels utilisateurs.
 - Identification de Personae.
 - Réalisation d'un premier wireframe en prévision d'un test utilisateurs.



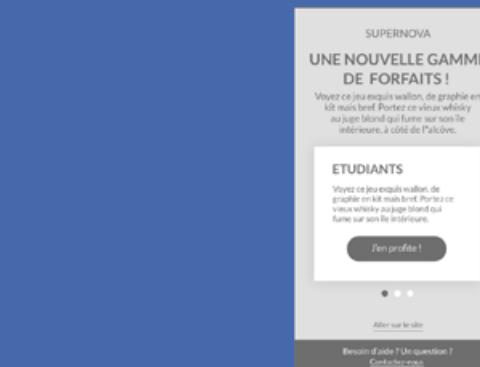
DESIGN UX/UI

Café Supernova

- Modification du wireframe suite au retour utilisateurs :

➤ trop d'informations, confusion entre le site et la landing page, peu lisible.

SUPERNOVA
E-sport center

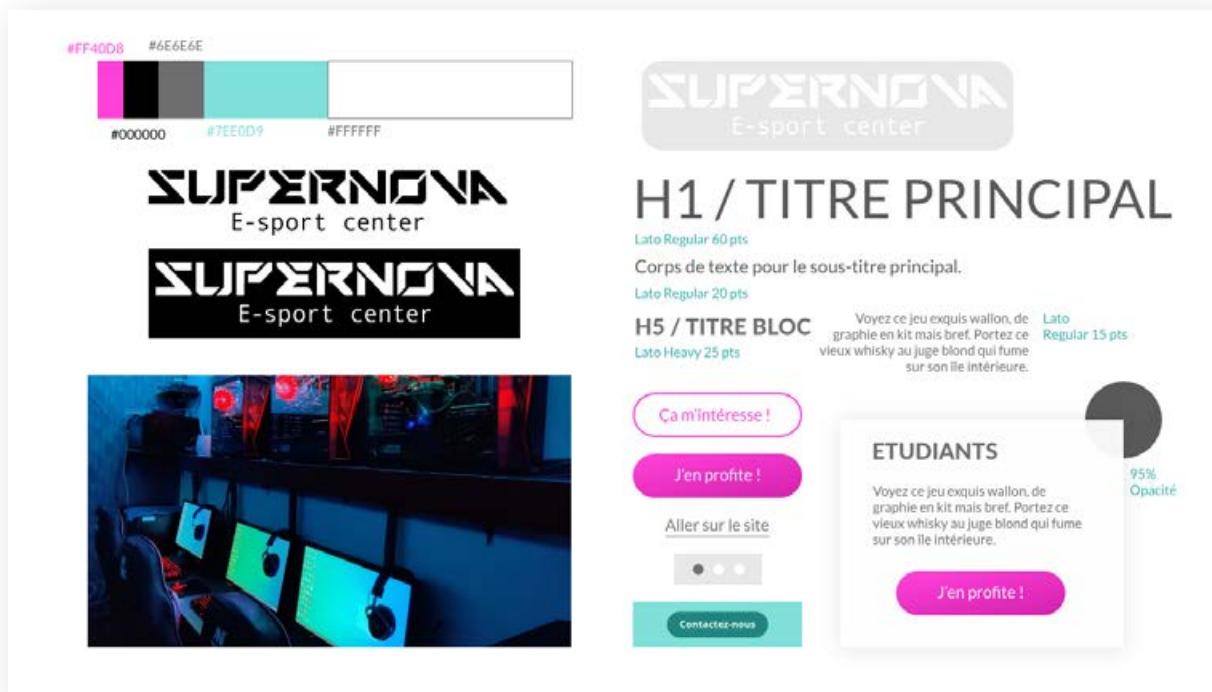


DESIGN UX/UI

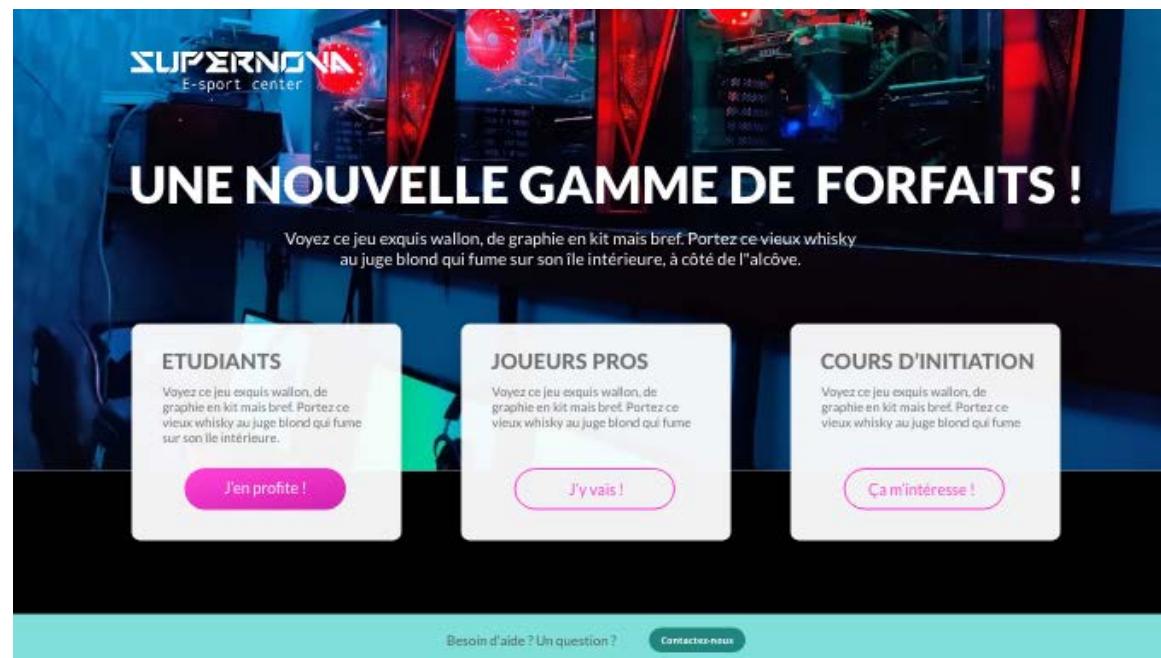
Café Supernova

- Design UI de la landing page suite à la validation du prototype basse définition.
- Réalisation d'un UI kit.

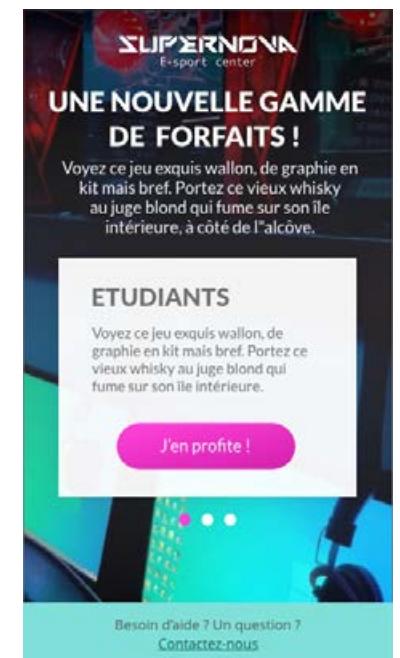
SUPERNOVA
E-sport center



The UI kit includes a color palette with hex codes: #FF40D8, #6E6E6E, #000000, #7EE0D9, and #FFFFFF. It features two logo variations: a black and white version and a color version. Below the logos is a photograph of a gaming setup with multiple monitors. To the right, there are sections for 'H1 / TITRE PRINCIPAL' (Lato Regular 60 pts), 'H5 / TITRE BLOC' (Lato Heavy 25 pts), and 'ETUDIANTS' (Lato Regular 15 pts). Each section includes descriptive text and a 'J'en profite!' button.



The landing page has a dark background with a blurred image of a gaming setup. The Supernova logo is in the top left. A large white text 'UNE NOUVELLE GAMME DE FORFAITS!' is centered. Below it is a descriptive text: 'Voyez ce jeu exquis wallon, de graphie en kit mais bref. Portez ce vieux whisky au juge blond qui fume sur son île intérieure, à côté de l'alcôve.' Three call-to-action boxes are shown: 'ETUDIANTS' (with text about wallon and graphie), 'JOUEURS PROS' (with text about whisky and juge blond), and 'COURS D'INITIATION' (with text about whisky and juge blond). Each box has a 'J'en profite!' button. At the bottom, there are 'Besoins d'aide ? Un question ?' and 'Contactez-nous' buttons.



The mobile view shows a portion of the landing page with the Supernova logo at the top. Below it is the text 'UNE NOUVELLE GAMME DE FORFAITS !' and a descriptive text: 'Voyez ce jeu exquis wallon, de graphie en kit mais bref. Portez ce vieux whisky au juge blond qui fume sur son île intérieure, à côté de l'alcôve.' A 'ETUDIANTS' box is visible on the right, with the text 'Voyez ce jeu exquis wallon, de graphie en kit mais bref. Portez ce vieux whisky au juge blond qui fume sur son île intérieure.' and a 'J'en profite!' button. At the bottom, there is a 'Besoins d'aide ? Un question ?' button and a 'Contactez-nous' button.

DESIGN UX/UI

Café Supernova

- Autre proposition de design UI et de son UI kit.



Design système du Supernova

Typographie

H1 LATO BOLD 60PTS UPPERCASE
H2 Lato Bold 50 pts
H3 Lato Bold 45 pts
H4 Lato Bold 40 pts
H5 Lato Bold 35 pts
H6 Lato Bold 30 pts

Couleurs

#00C6E0	#D318E1
#000000	#707070
#FFFFFF	

Texte Lato : **Bold**, Regular, Light

Boutons : Version desktop

VOIR L'OFFRE
CONTACTEZ-NOUS
Allez sur le site.

Boutons : Version mobile

VOIR L'OFFRE
CONTACTEZ-NOUS

Slider : (Version mobile)

A mobile-style slider with a circular track and several colored dots (blue, cyan, purple, yellow) representing different options or steps.

A screenshot of the Supernova website. The header features the Supernova logo and a large image of a smiling person wearing a headset. The main section has a purple and blue gradient background. It features a large heading "UNE NOUVELLE GAMME DE FORFAITS!" and a subtext about the new package deal. Below this are three call-to-action boxes: "ETUDIANTS", "JOUEURS PROS", and "COURS D'INITIATION", each with a button labeled "J'en profite!". The footer includes a "J'en profite!" button, a "Besoins d'aide ? Un question ? Contactez-nous" link, and a "Aller sur le site" button.

DESIGN UX/UI

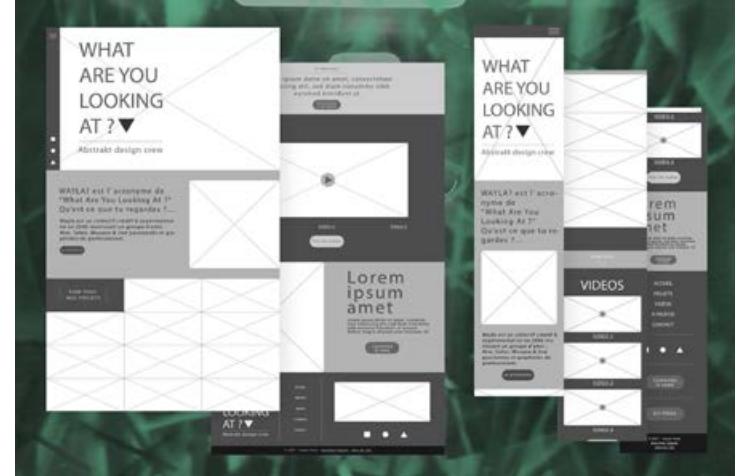
COLLECTIF W.A.Y.L.A?

Refonte de l'identité et du portfolio en ligne du collectif de street art W.A.Y.L.A?

Projet en cours.

- Direction artistique.
- Architecture de l'information Réflexion mobile first privilégiée.
- Wireframe.
- Maquette HD.

wayla.fr



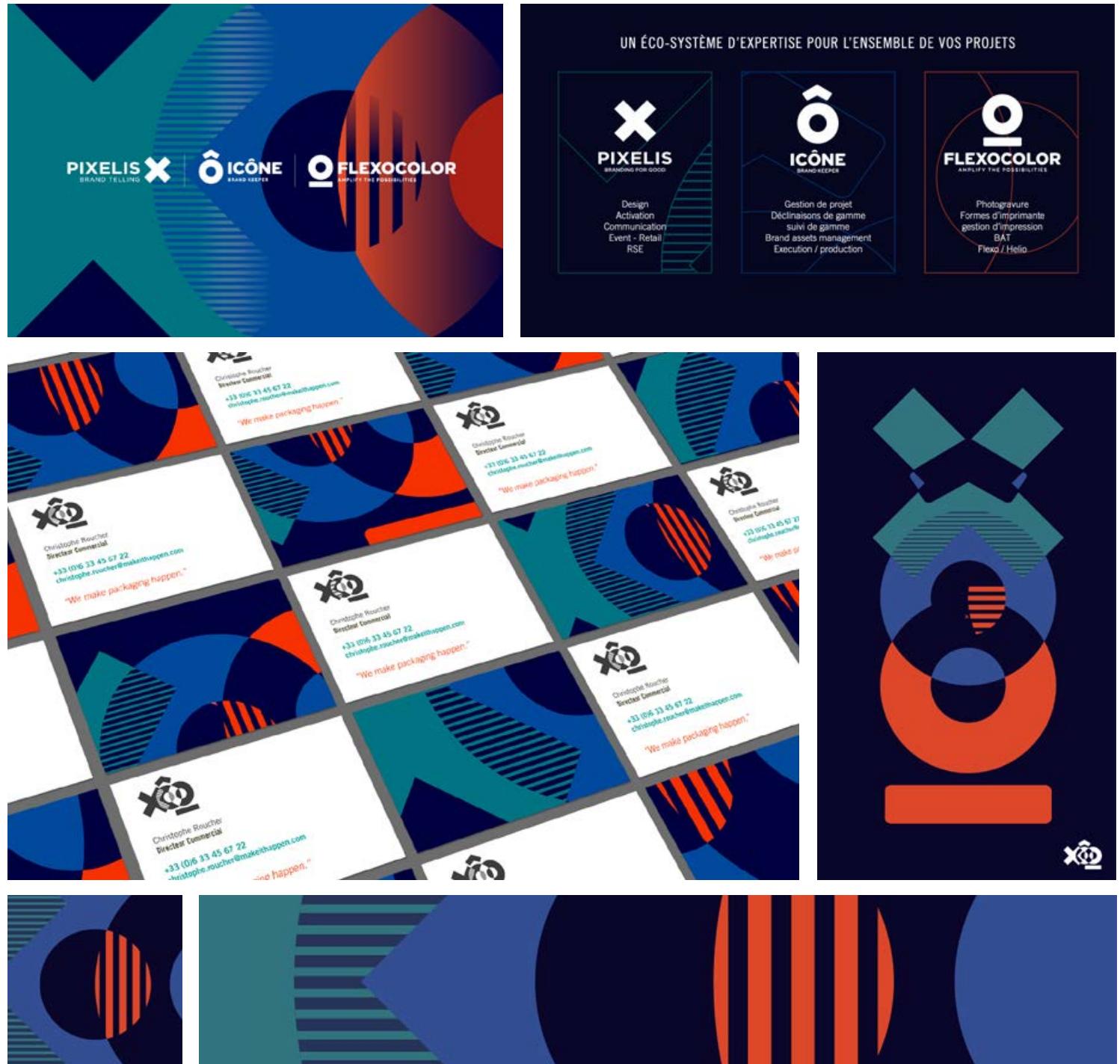
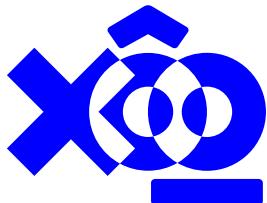
IDENTITÉ

IDENTITE

GROUPE MAKE IT HAPPEN

Make It Happen, est un consortium d'entreprises mutualisant un grand nombre d'expertises destinées au design et à la production de projets packaging.

- Recherches conceptuelles
- Direction artistique
- Design graphique



IDENTITE

DOJO DU KENYU

Le dojo de kendo du Kenyu souhaitait se doter d'un logo, qui soit à la fois un symbole identitaire fort et une image fédératrice afin de se distinguer des autres dojos, notamment lors des compétitions.

- Recherches.
- Design graphique.
- Charte graphique.

> Voir le projet complet sur Behance

> Behance



LOGO STANDARD

INFO COULEURS

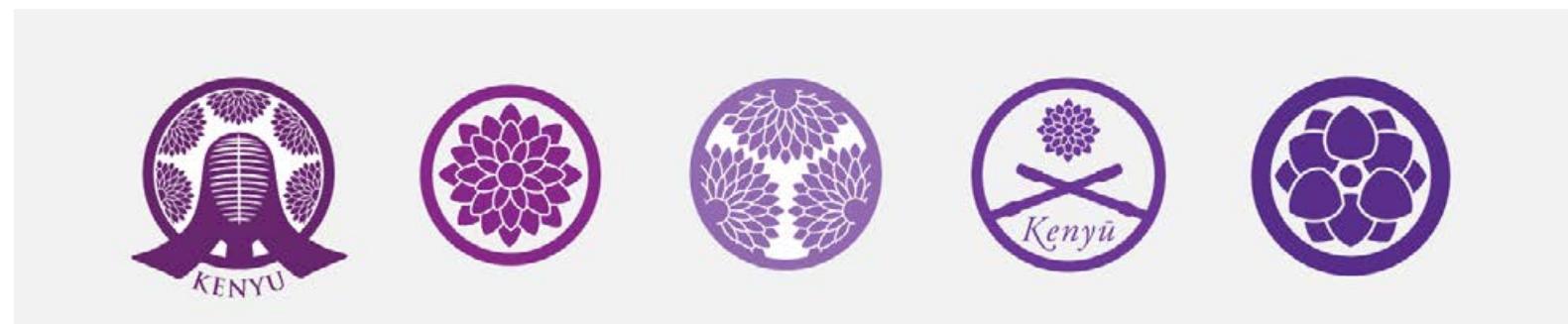
MOTIFS / COULEURS

GAMME CHROMATIQUE

LOREM IPSUM MOJISERRAT

LOREM IPSUM HELVETICA ITALIC

GOOGLE / WEB FONTS



DESIGN PRINT

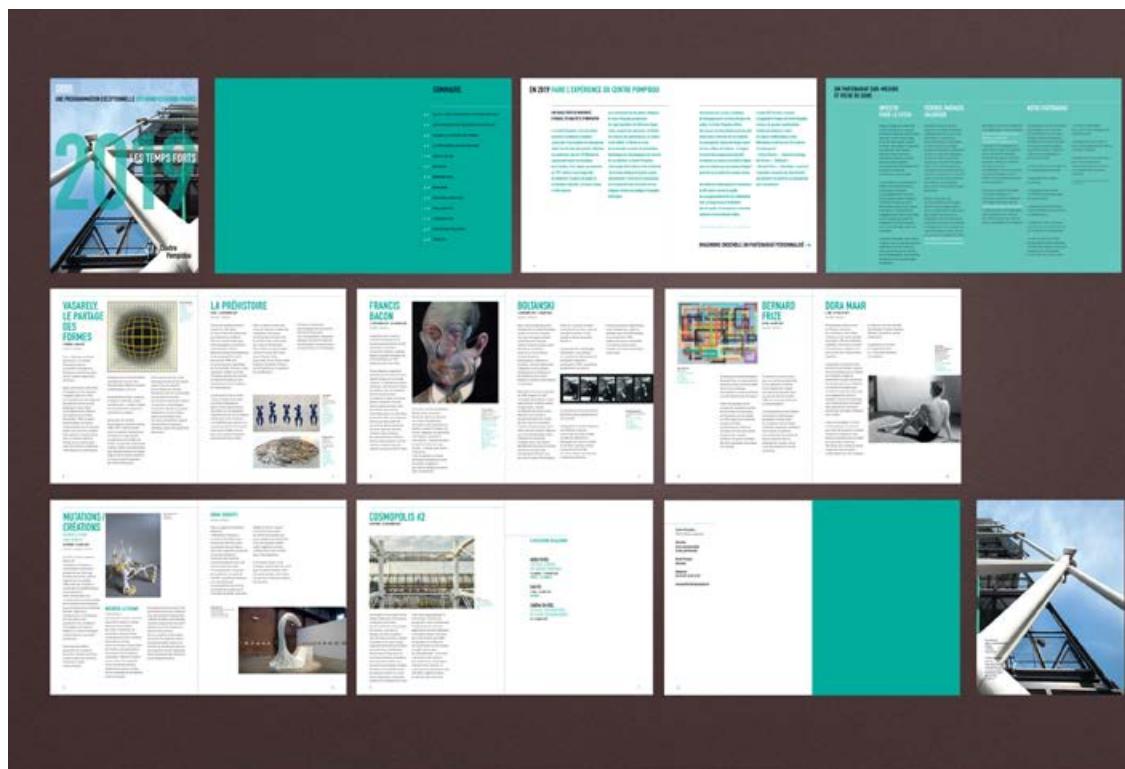
DESIGN PRINT

CENTRE GEORGES POMPIDOU

Le centre Georges Pompidou communique énormément, que ce soit de manière publique ou privée.

Nous avons donc régulièrement pris en charge des projets d'édition pour le centre en étroite relation avec le studio interne du musée.

- Proposition de Maquette en accord avec la charte graphique du Centre.
- Création graphique
- Retouches d'images
- Exécution pré-presse



DESIGN PRINT

TRUFFAUT

En janvier 2018, Truffaut réaffirme ses valeurs autour d'une nouvelle identité visuelle.

Dans une dynamique d'expansion avec les ouvertures des nouveaux concepts urbains en centre-ville, et de développement de l'enseigne, l'identité packaging a été repensée pour accompagner ce renouveau.

- Définition des Guidelines Packaging
- Création graphique
- Retouches d'images complexes
- Exécution pré-presse
- Gestion d'équipe (4 personnes)
- Suivi de direction artistique
- Relations client.

TRUFFAUT



TRUFFAUT
Armor-lux

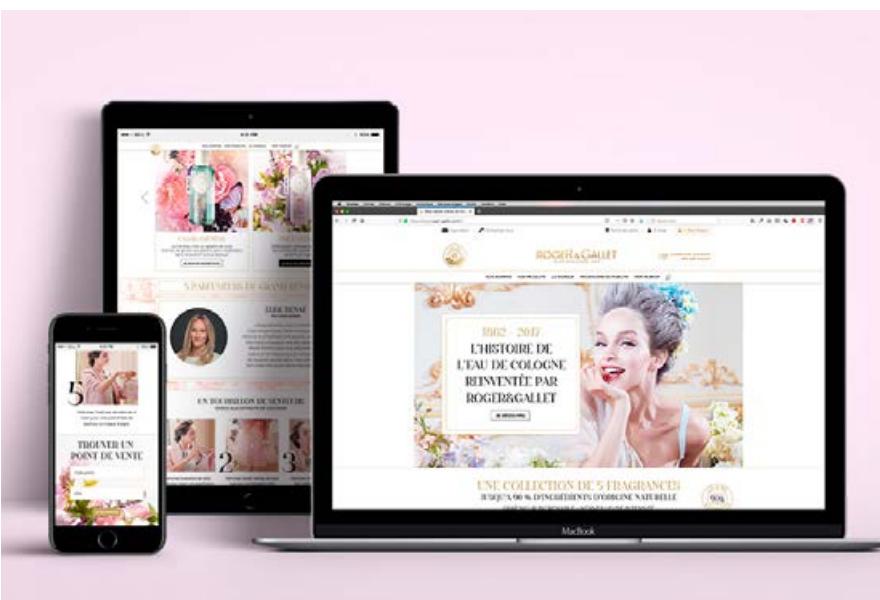
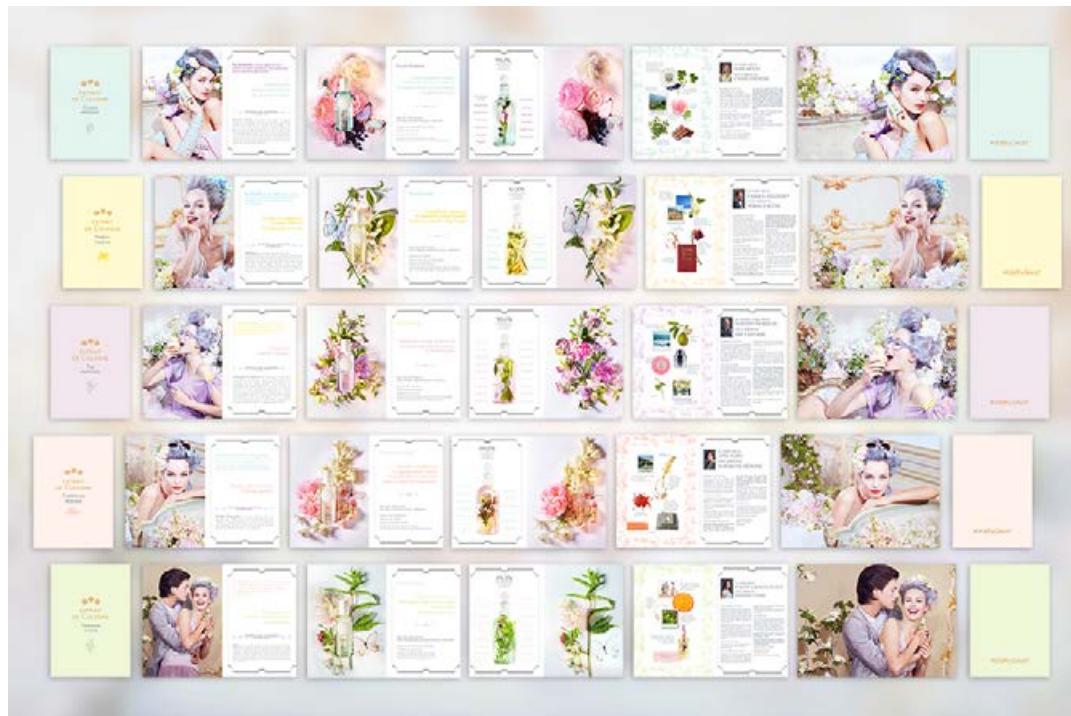
DESIGN 360°

ROGER & GALLET

Roger&Gallet a décidé de réinventer sa célèbre Eau de Cologne, avec les 5 Extraits de Cologne.

La promesse est simple : Cinq parfumeurs de renom pour cinq fragrances inédites alliant fraîcheur et fantaisie et composées à 90% d'ingrédients d'origine naturelle.

- Direction de l'équipe de déclinaison 360°.
- Design graphique.
- UI design de la landing page promotionnelle



Merci et
À bientôt !

Julien DESROCHES

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 Julien Desroches
 jusohei