

Arnaud Darré

Product & Brand Designer

Portfolio

Index

1 **E-commerce platform**

Product design / Website design /
Web development /

2 **React UI library**

Web development /

3 **Wallet app**

Brand identity / Product design /

4 **Stock & ticketing platform**

Product design / Wireframing /

5 **Blockchain consultancy website**

Brand identity / Website design / Web development /

6 **Trading platform design system**

Brand identity / Product design /

1 / Product design / Website design / Web development / Customer Bluto

E-commerce platform

Bespoke web-app and admin system

This was my latest adventure, and the most interesting challenge of my career, one I had been dreaming ever since design school: designing my own brand. I started this company with two friends. 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.

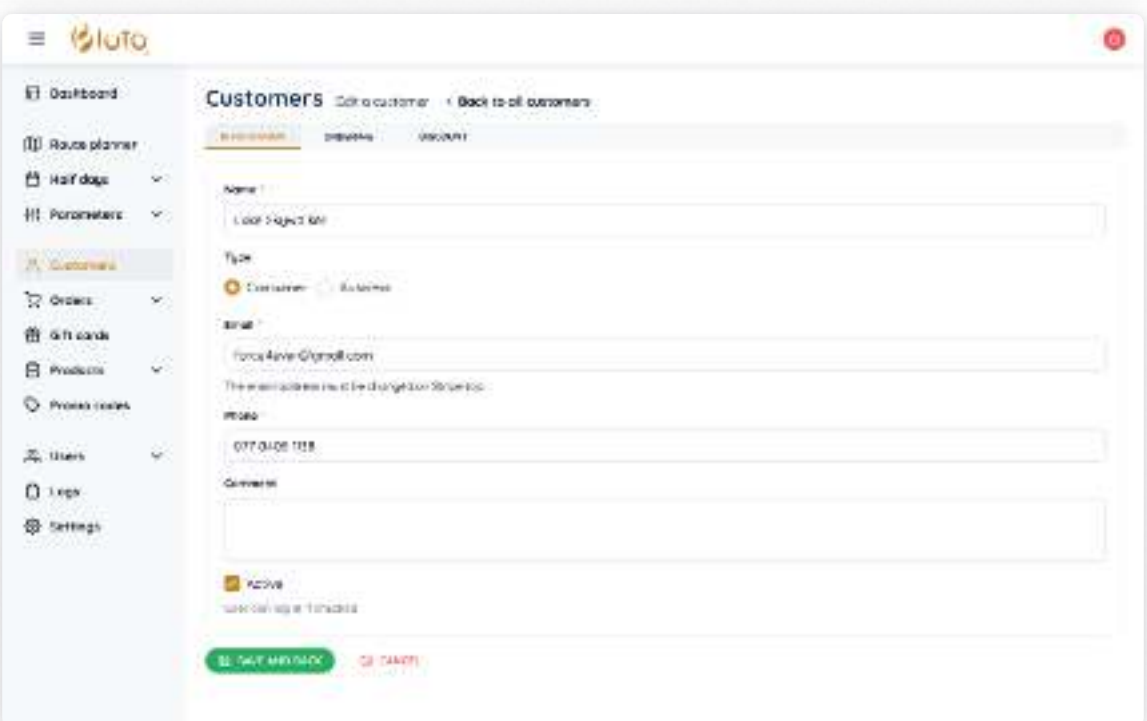
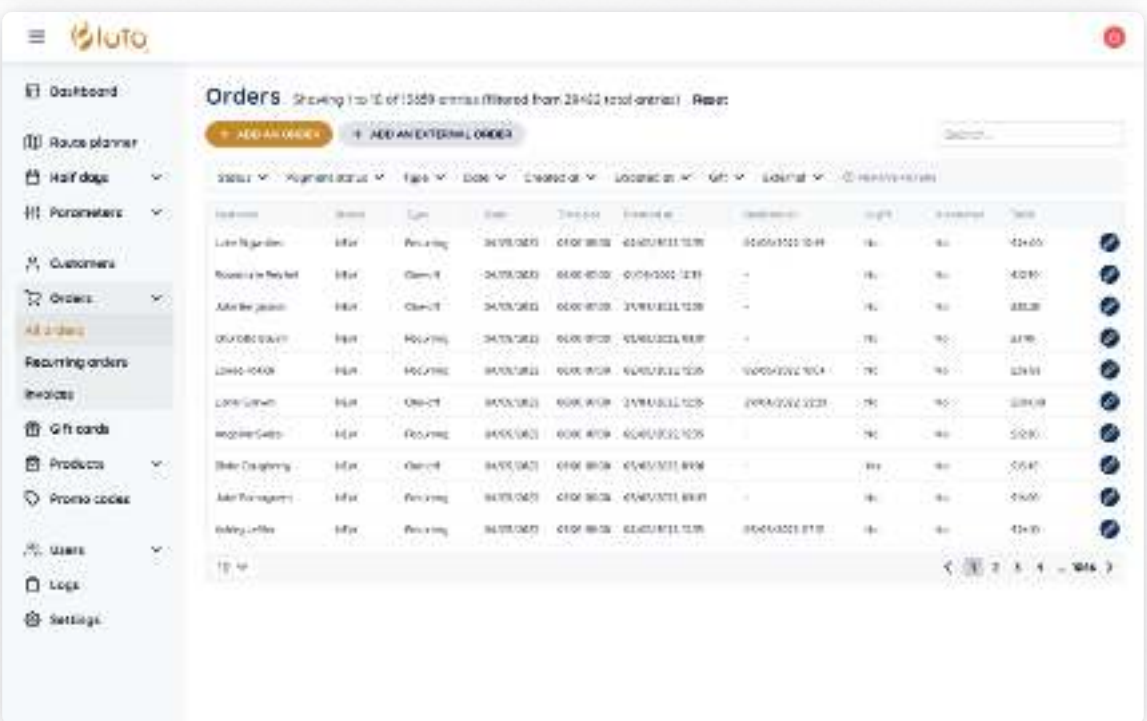
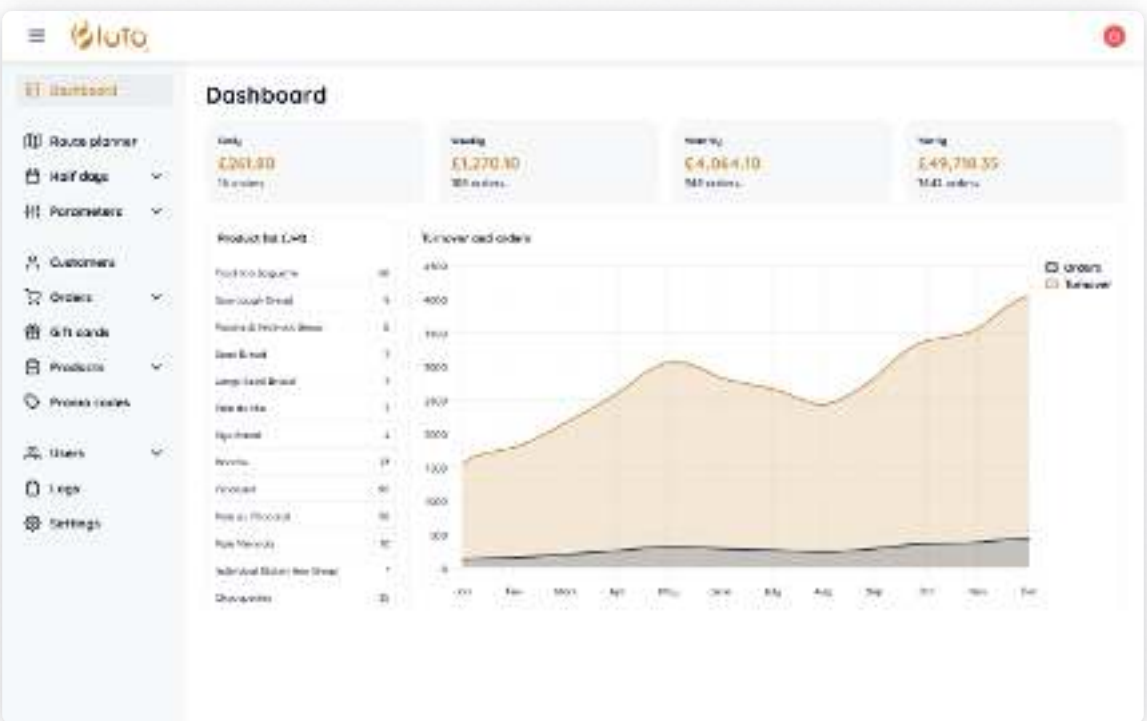
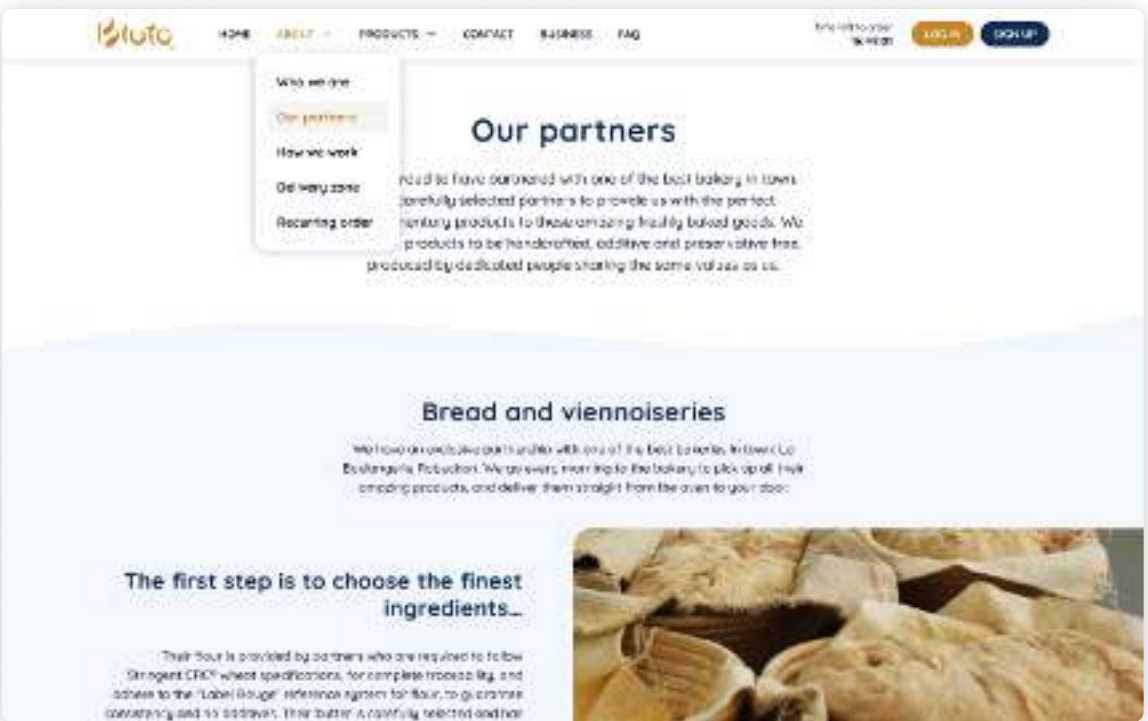
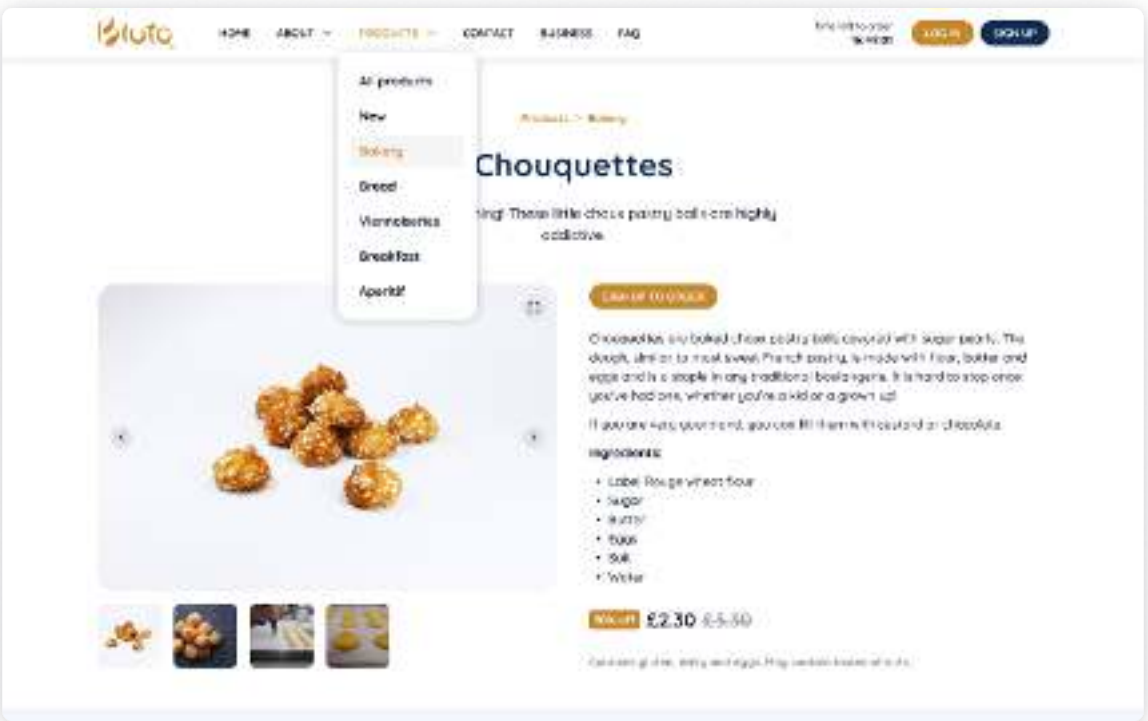
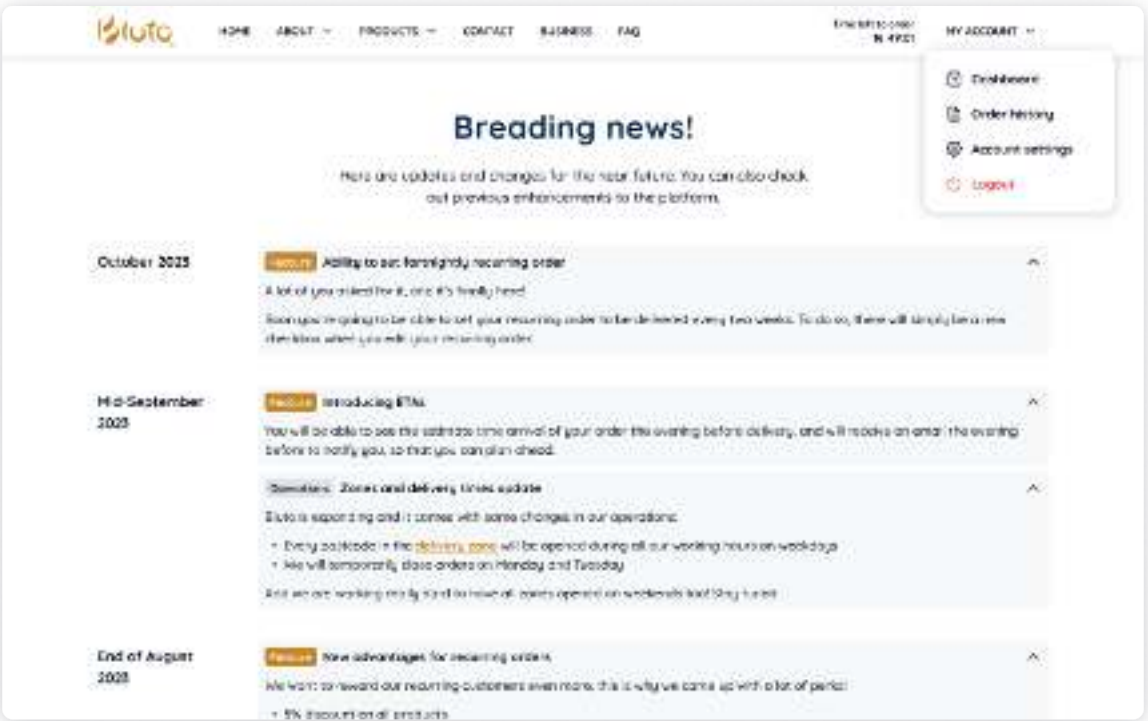
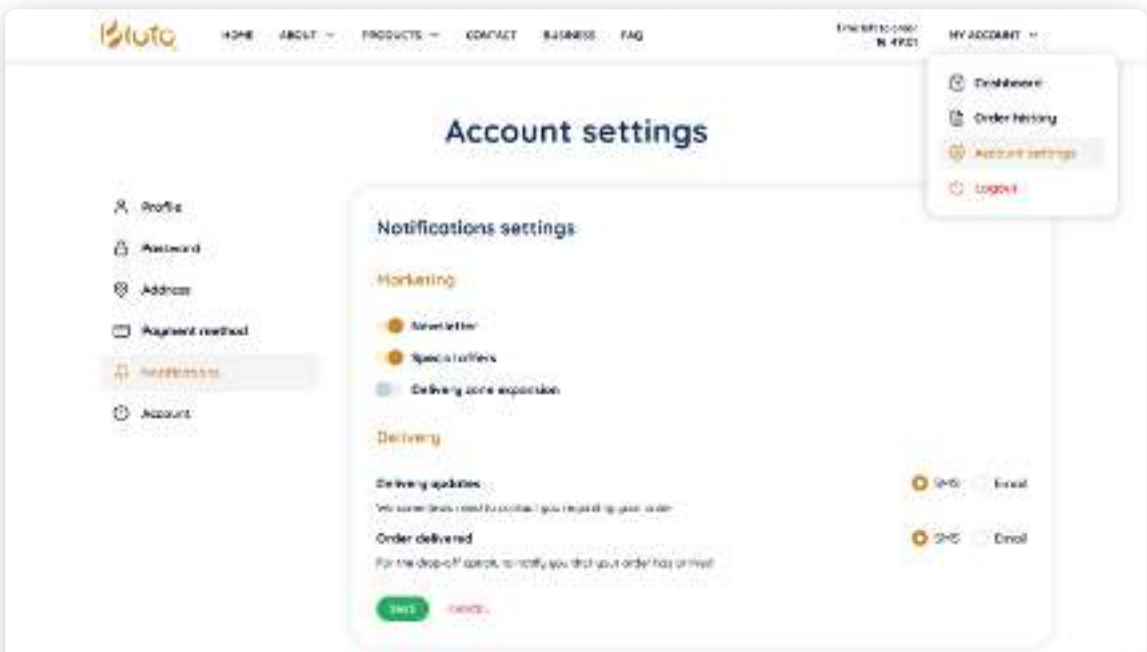
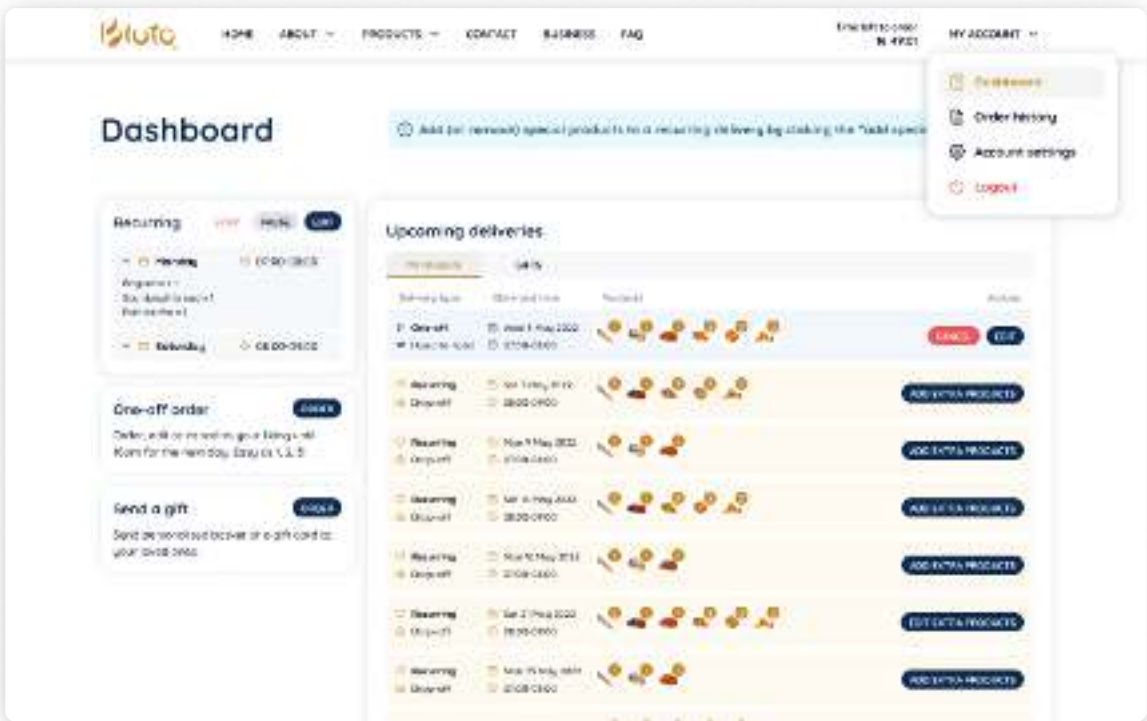
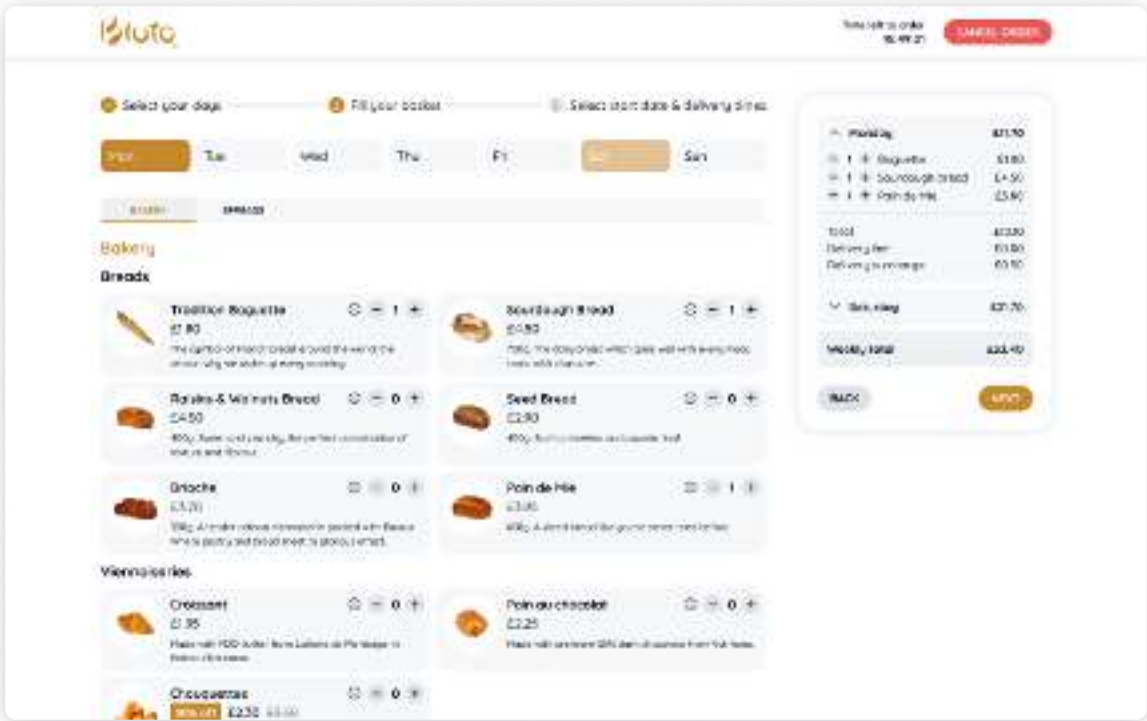
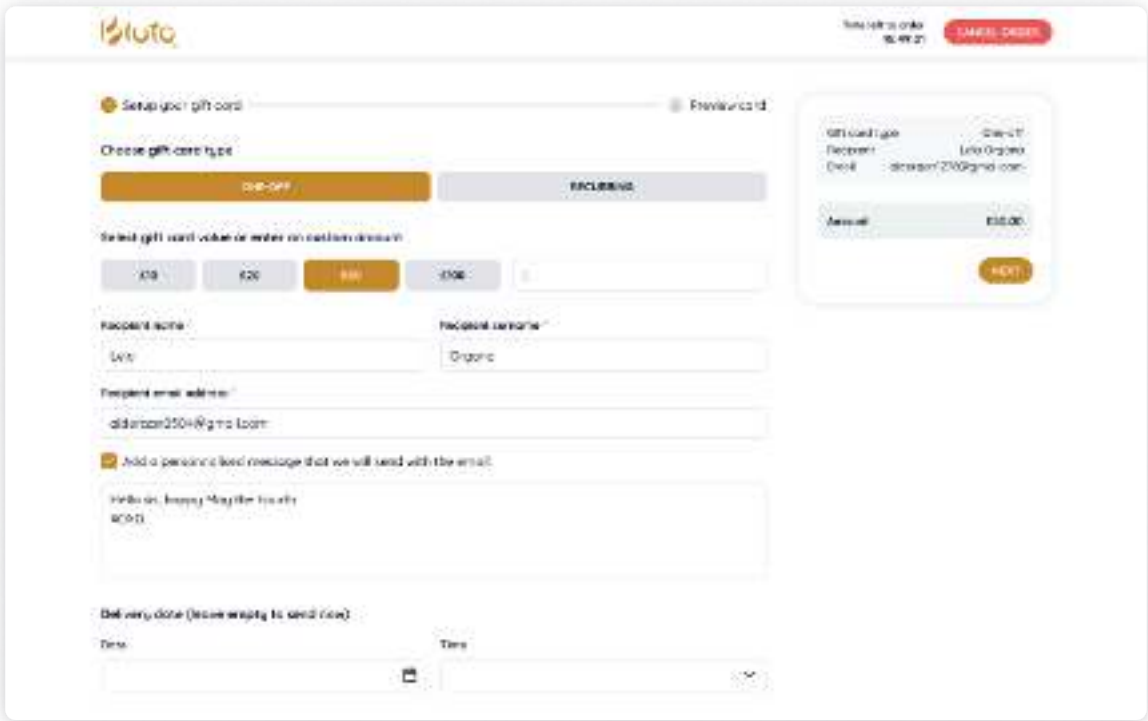
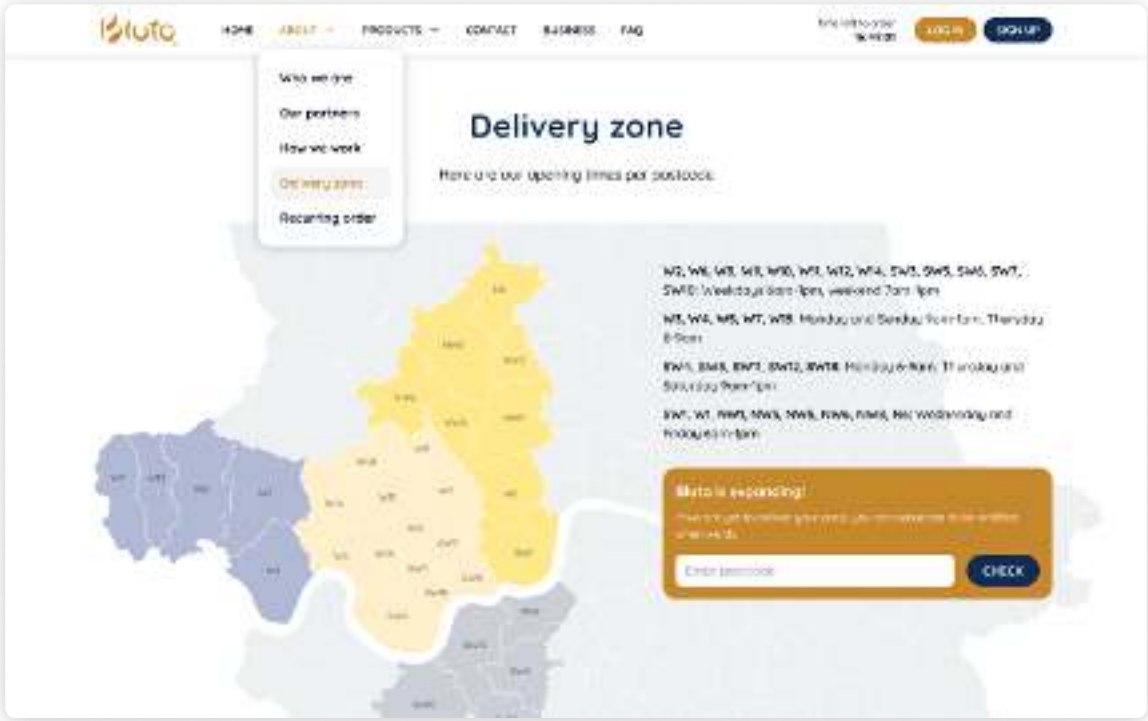
[GO TO WEBSITE](#)



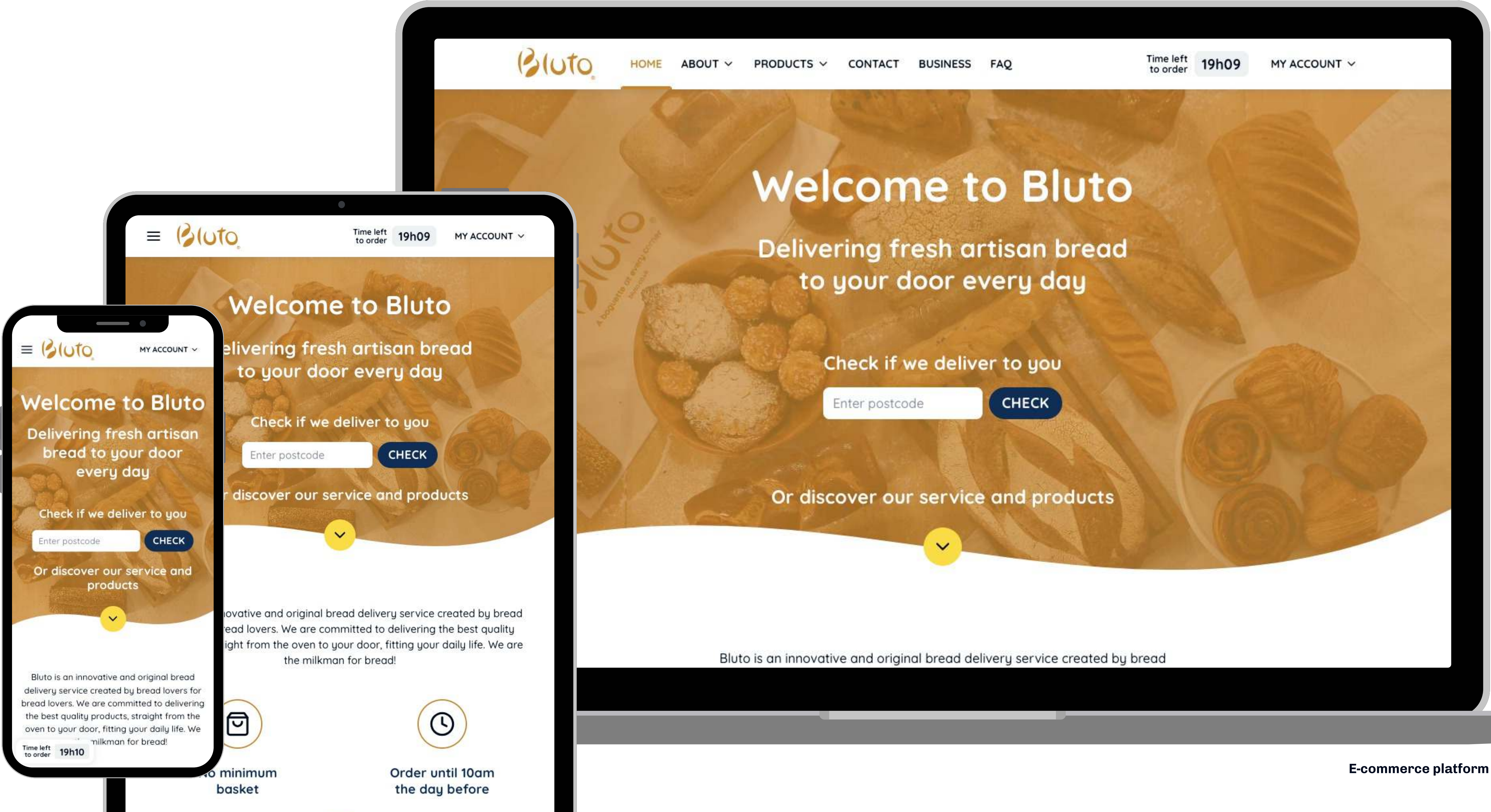
Screens

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.

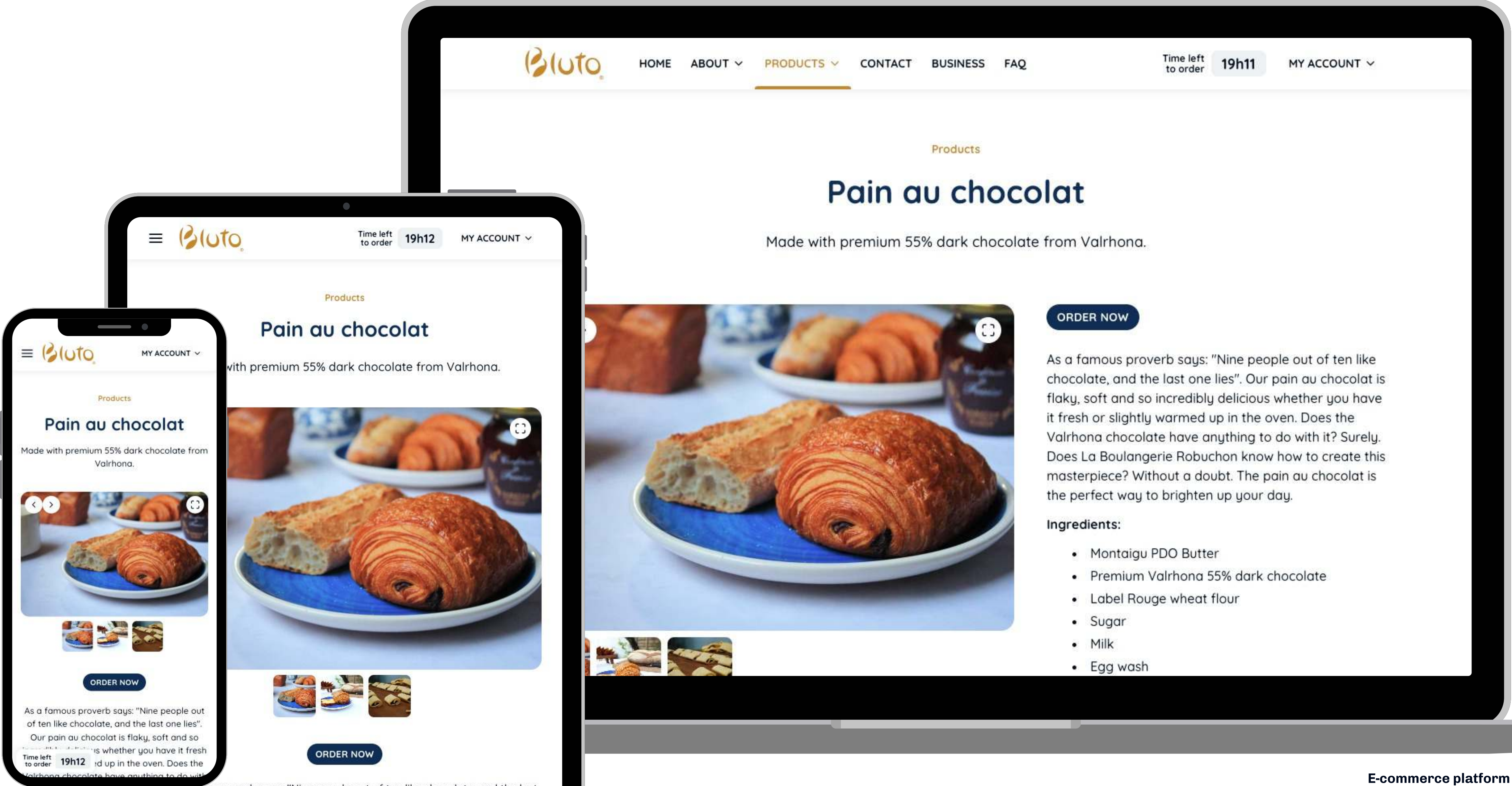
Alongside the user facing platform, I also created a full back-office to administrate the platform.



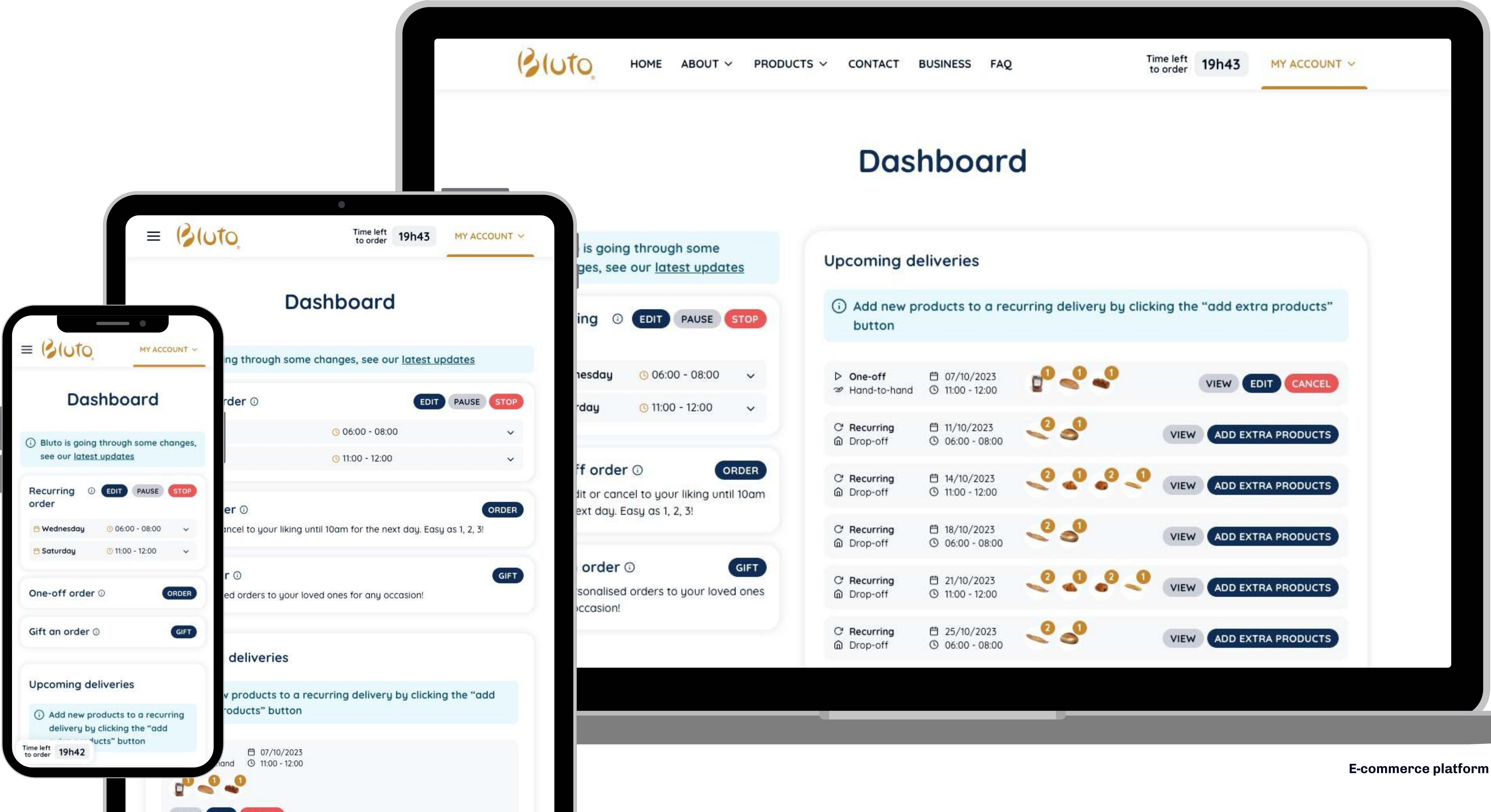
Responsive examples / Homepage



Responsive examples / Product page



Responsive examples / User dashboard



2

Web development /

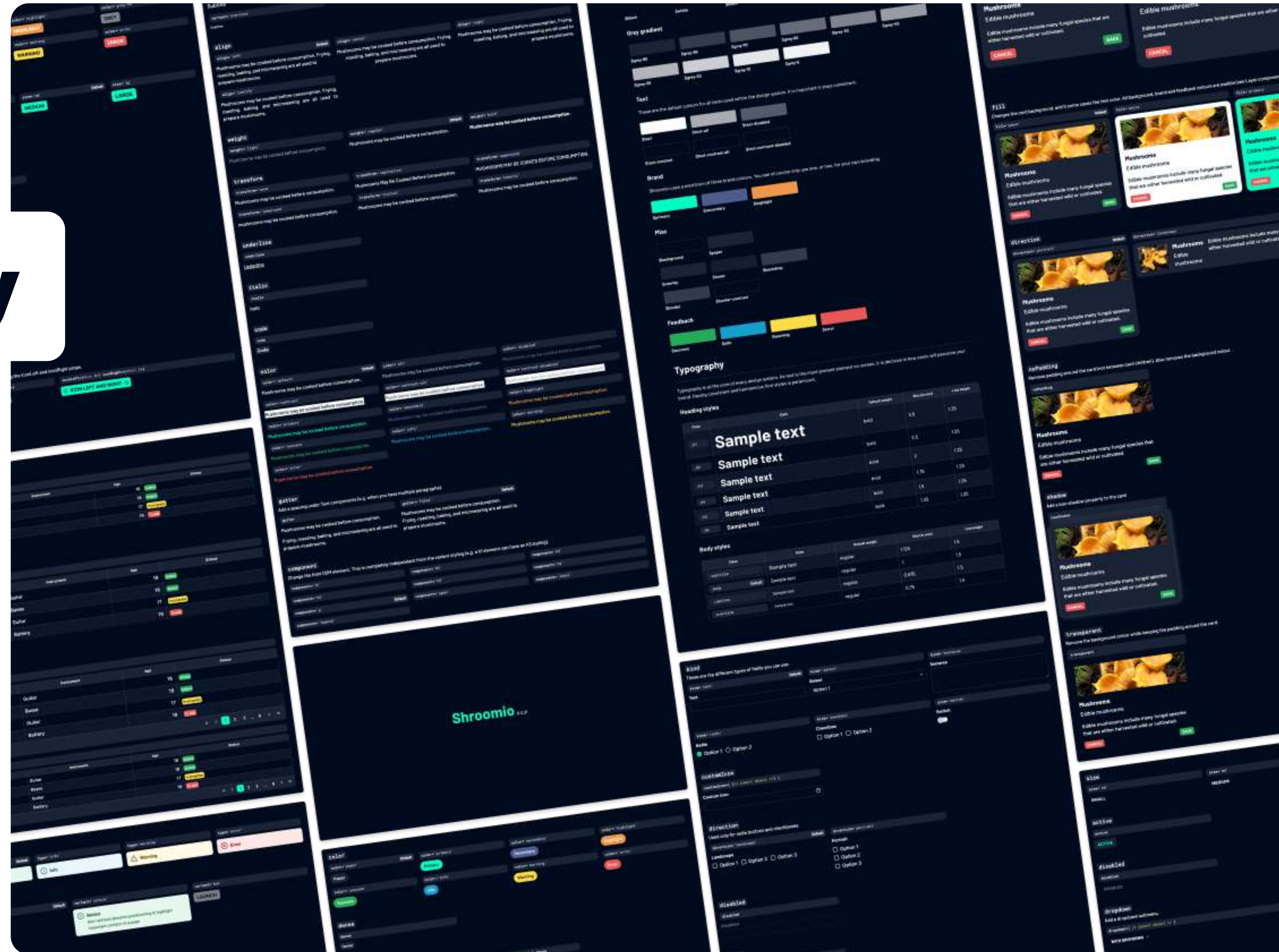
Customer
Personal project

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



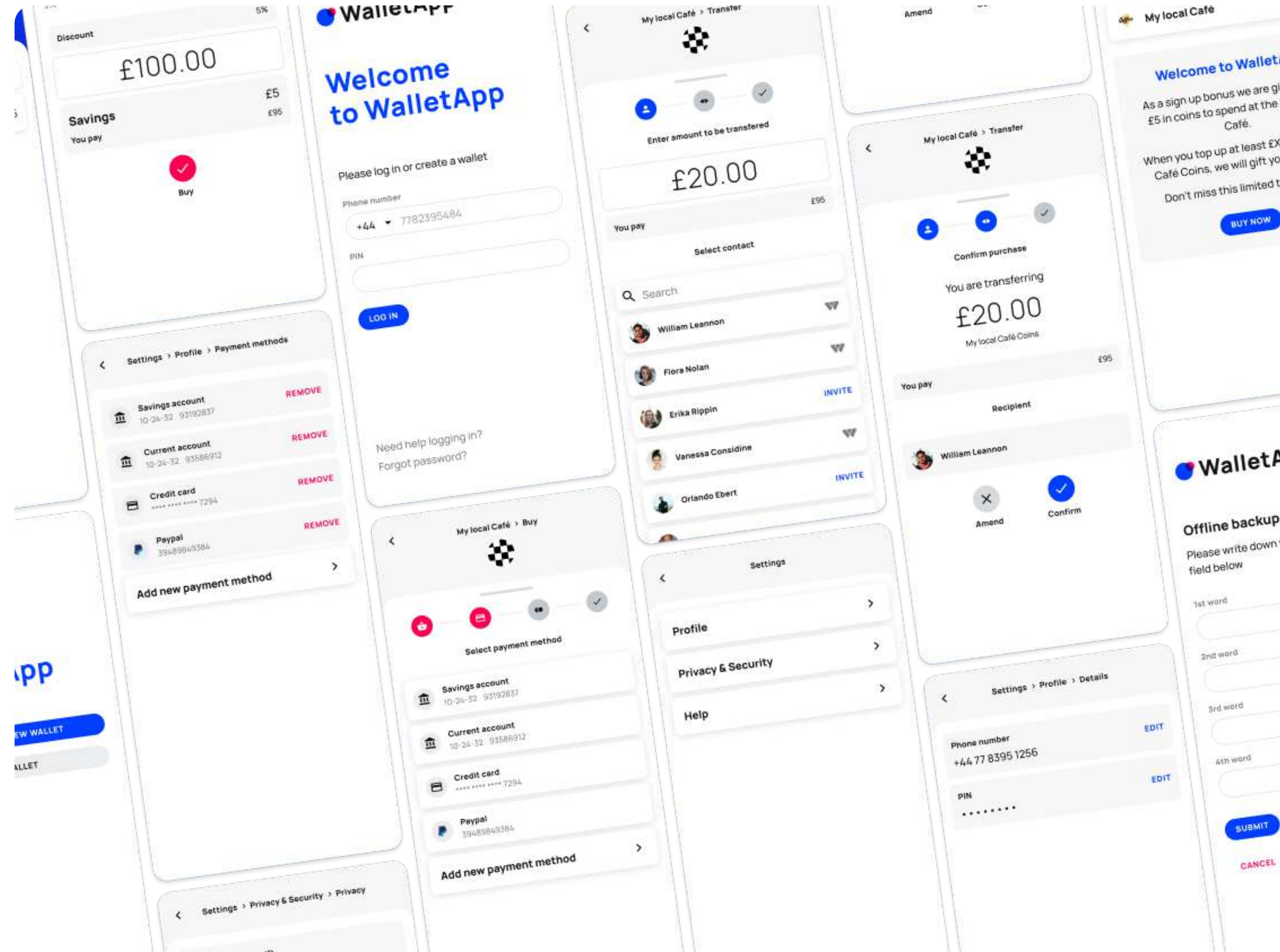
3

Brand identity /
Product design /Customer
Under NDA

Wallet app

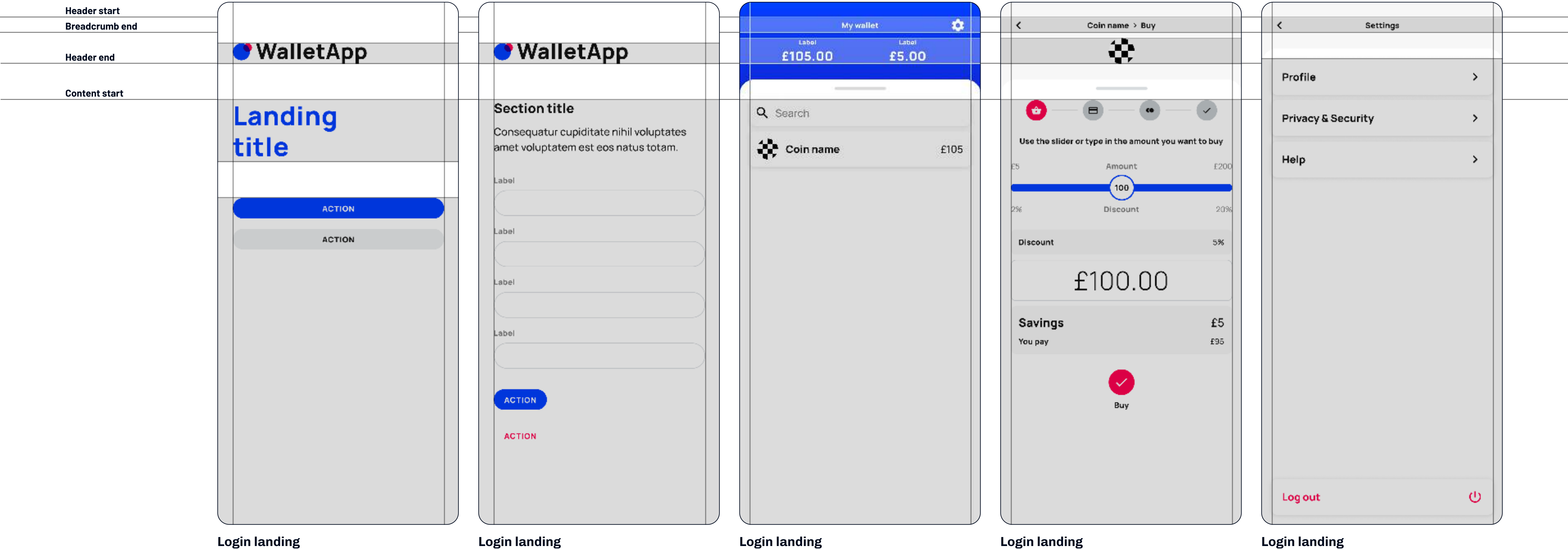
Mobile app wireframing and design

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.



My wallet

Label

£105.00

Label

£5.00

Search

Coin name

£105

Login landing

<

Coin name > Buy

Use the slider or type in the amount you want to buy

£5

Amount

£200

2%

Discount

20%

Discount

5%

£100.00

Savings

£5

You pay

£95

Buy

Login landing

<

Settings

Profile

>

Privacy & Security

>

Help

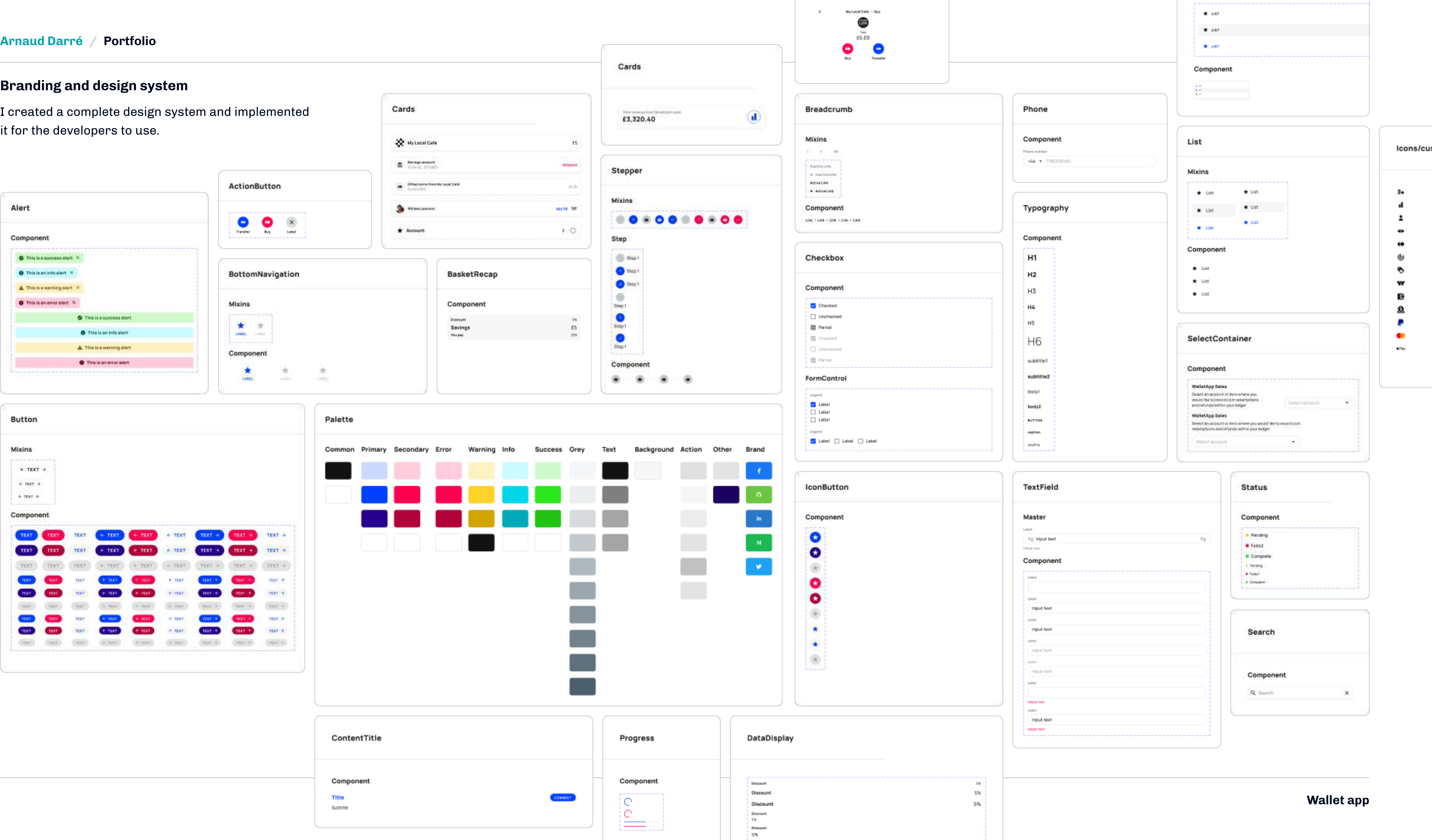
>

Log out

Login landing

Branding and design system

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



4

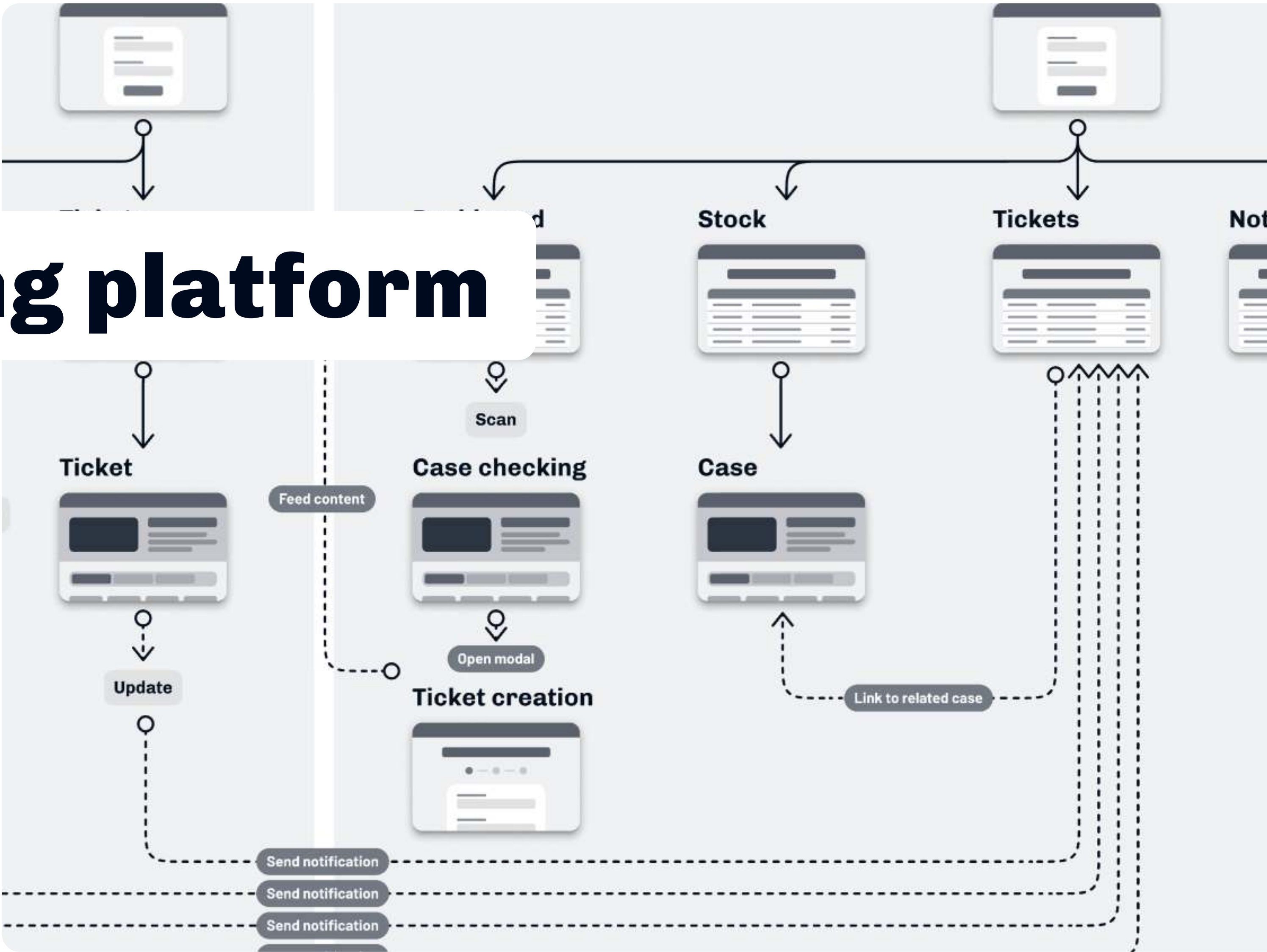
Product design /
Wireframing /

Customer
Under NDA

Stock & ticketing platform

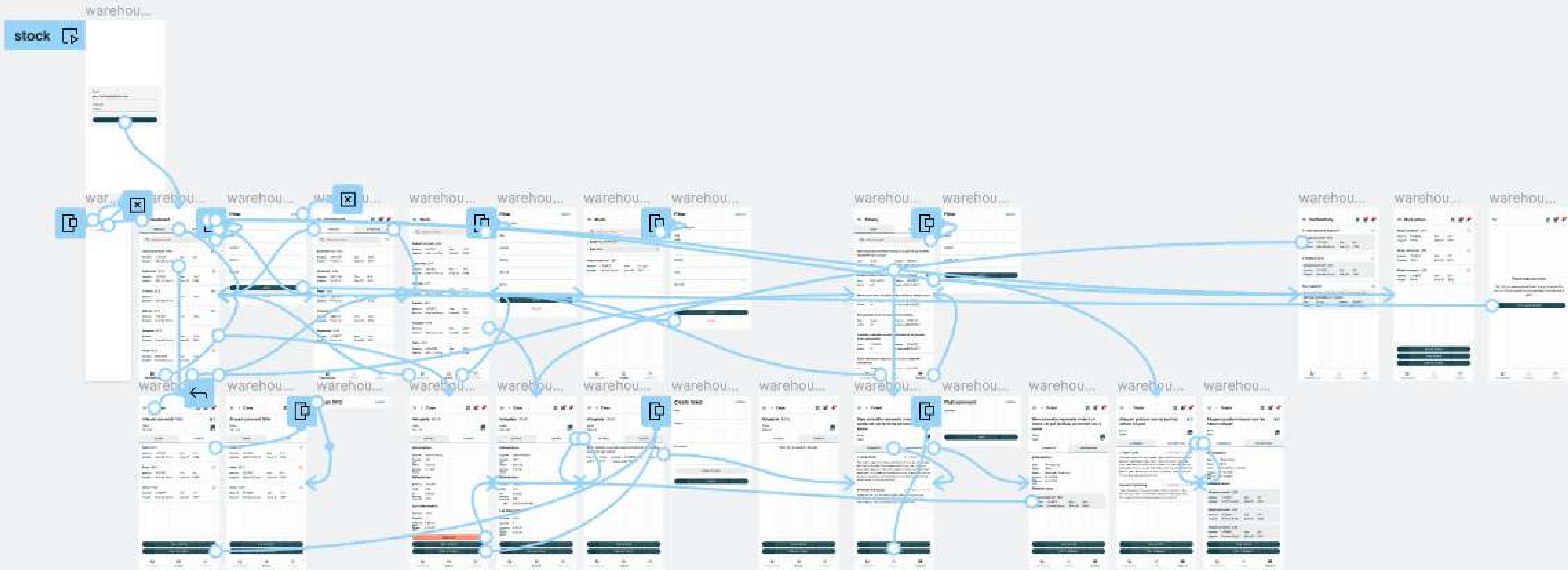
Back-office desktop
and mobile app

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.



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.



5

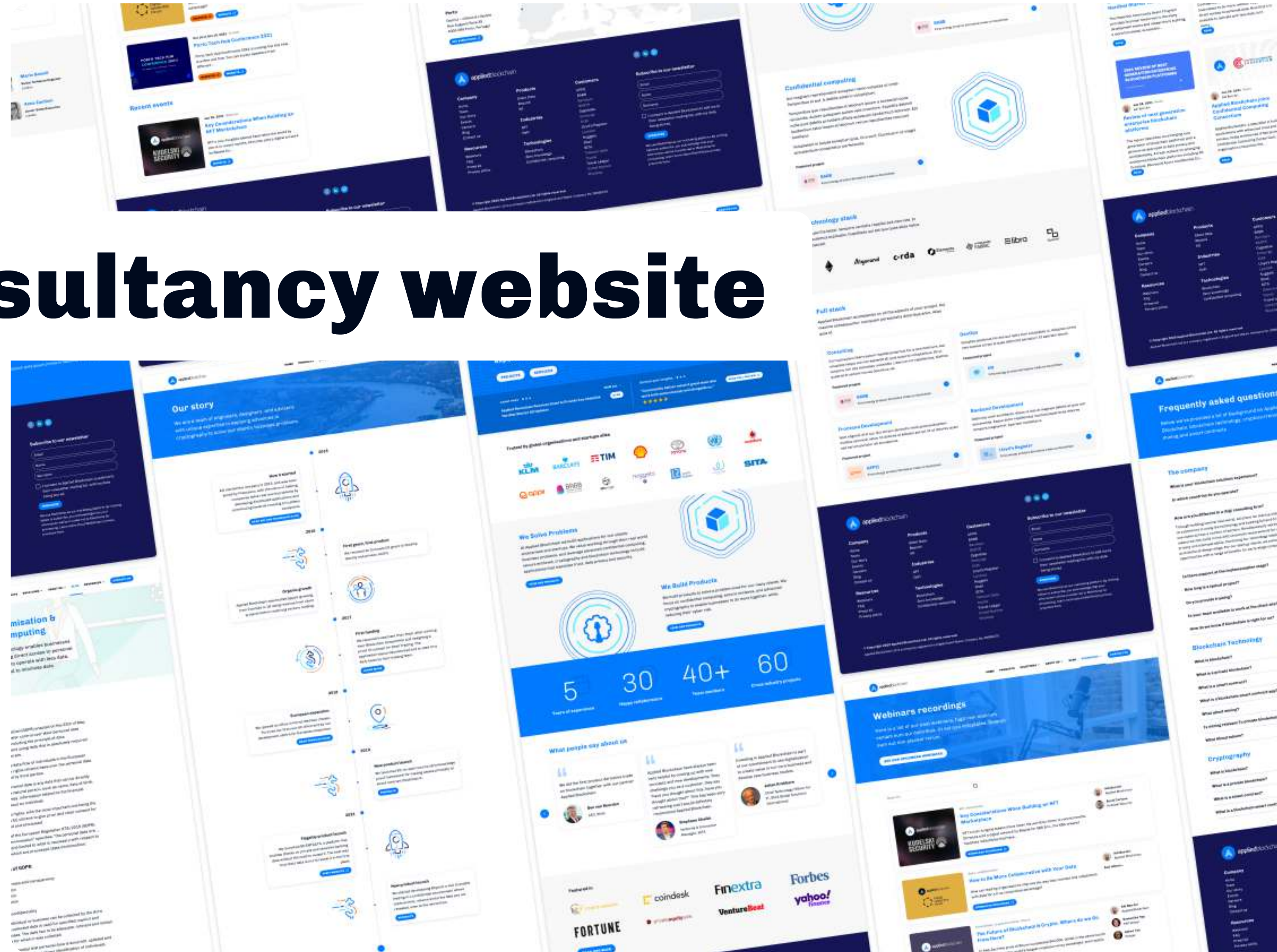
Brand identity /
Website design /
Web development

Customer
Applied Blockchain

Blockchain consultancy website

Website redesign

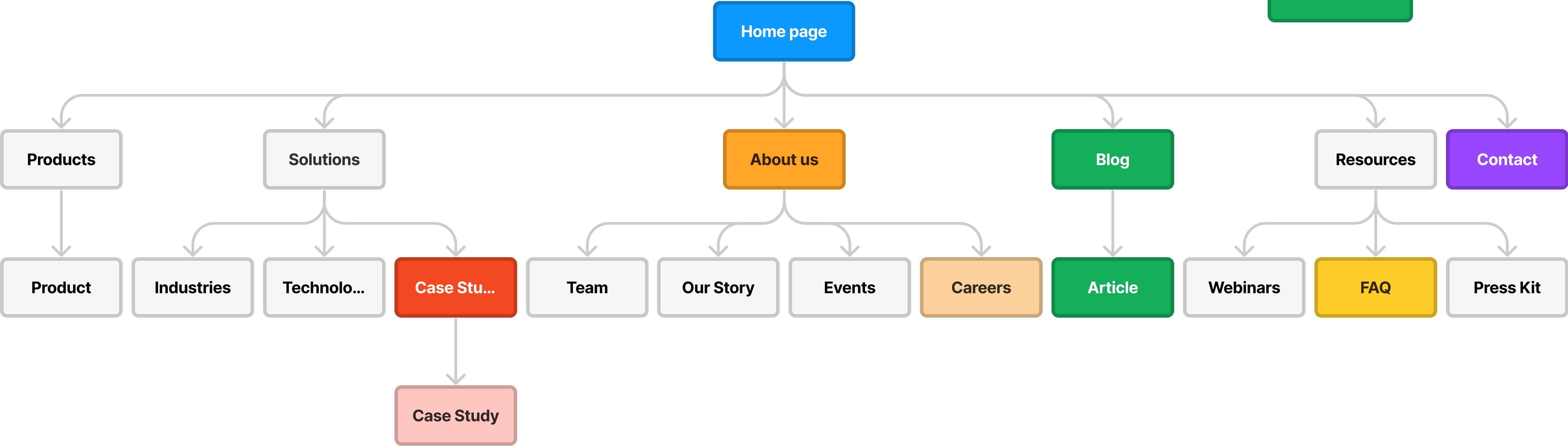
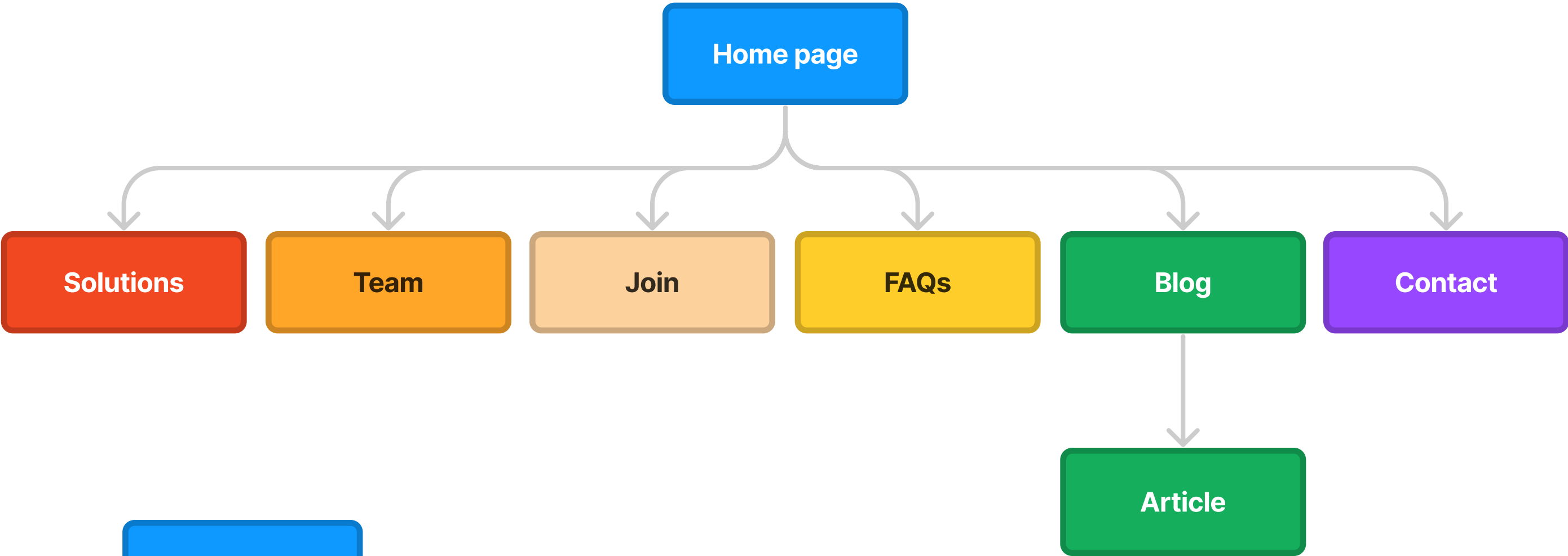
This project was part of the complete re-branding of Applied Blockchain, a blockchain consultancy and development startup. I was brought onboard to create from scratch what would become the company's new brand identity. And the biggest part of that project was the website rebranding.



Sitemap

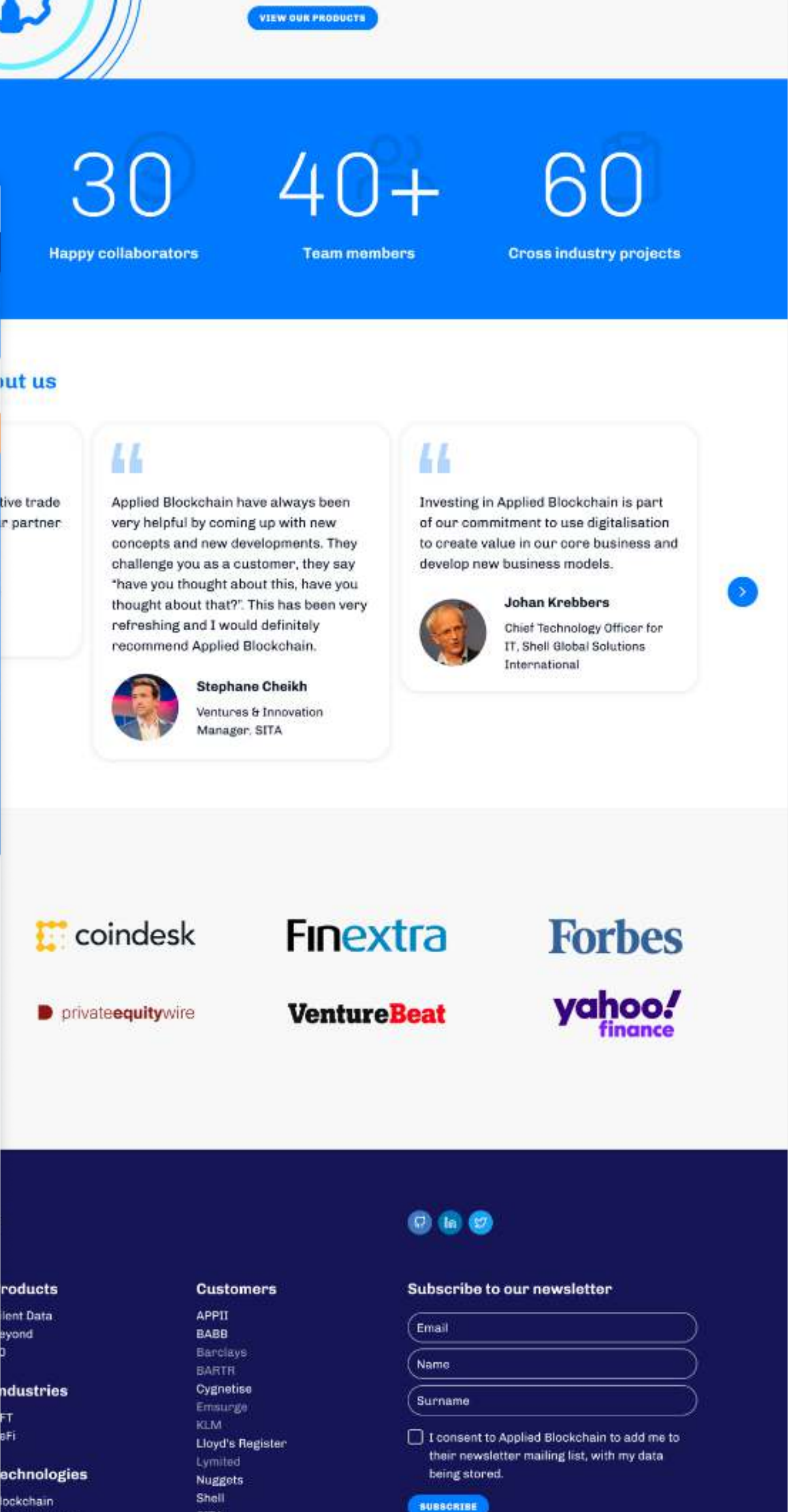
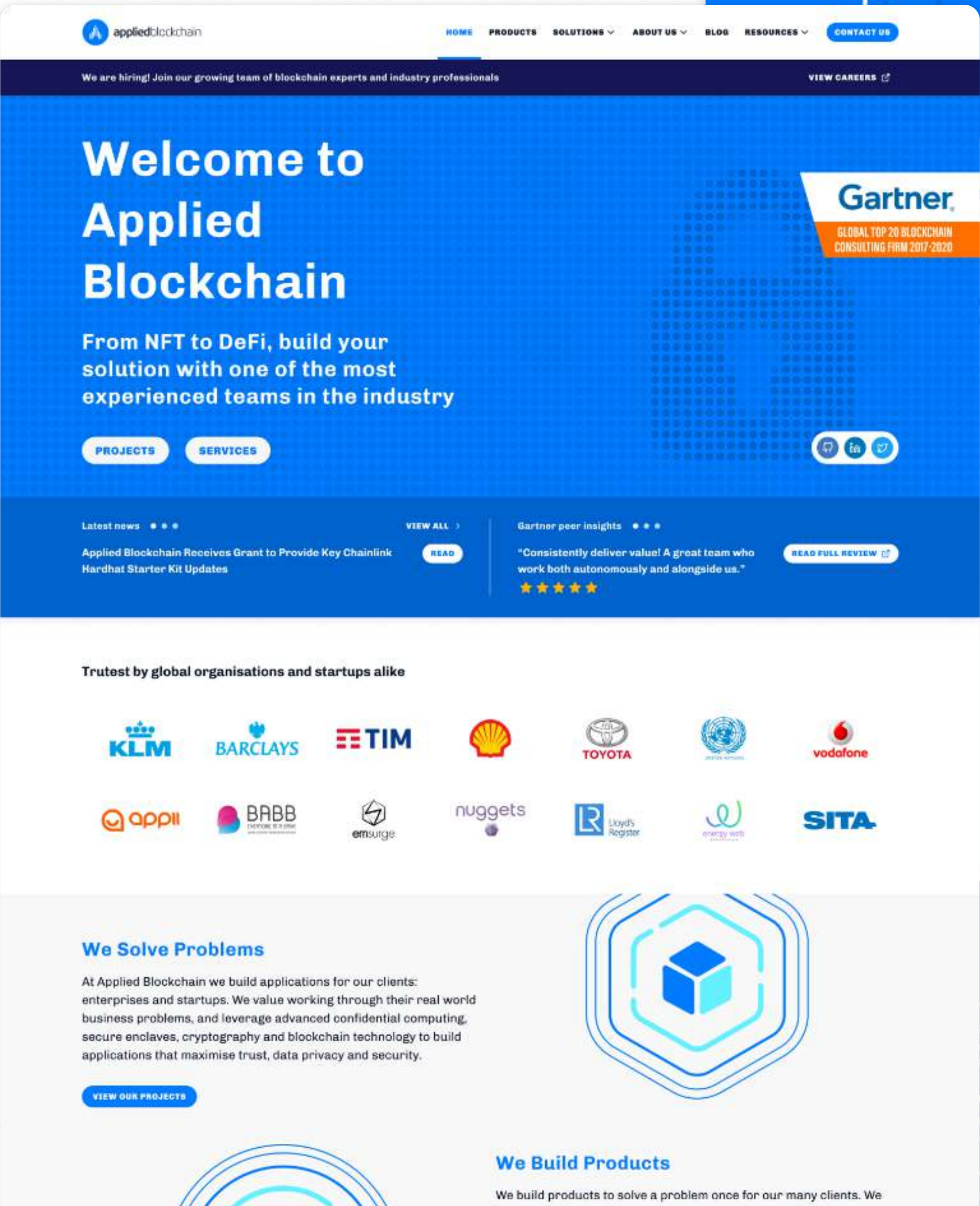
The Applied Blockchain website was created when the company was first setup and had evolved without structure, adding blocks on top of each other.

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.



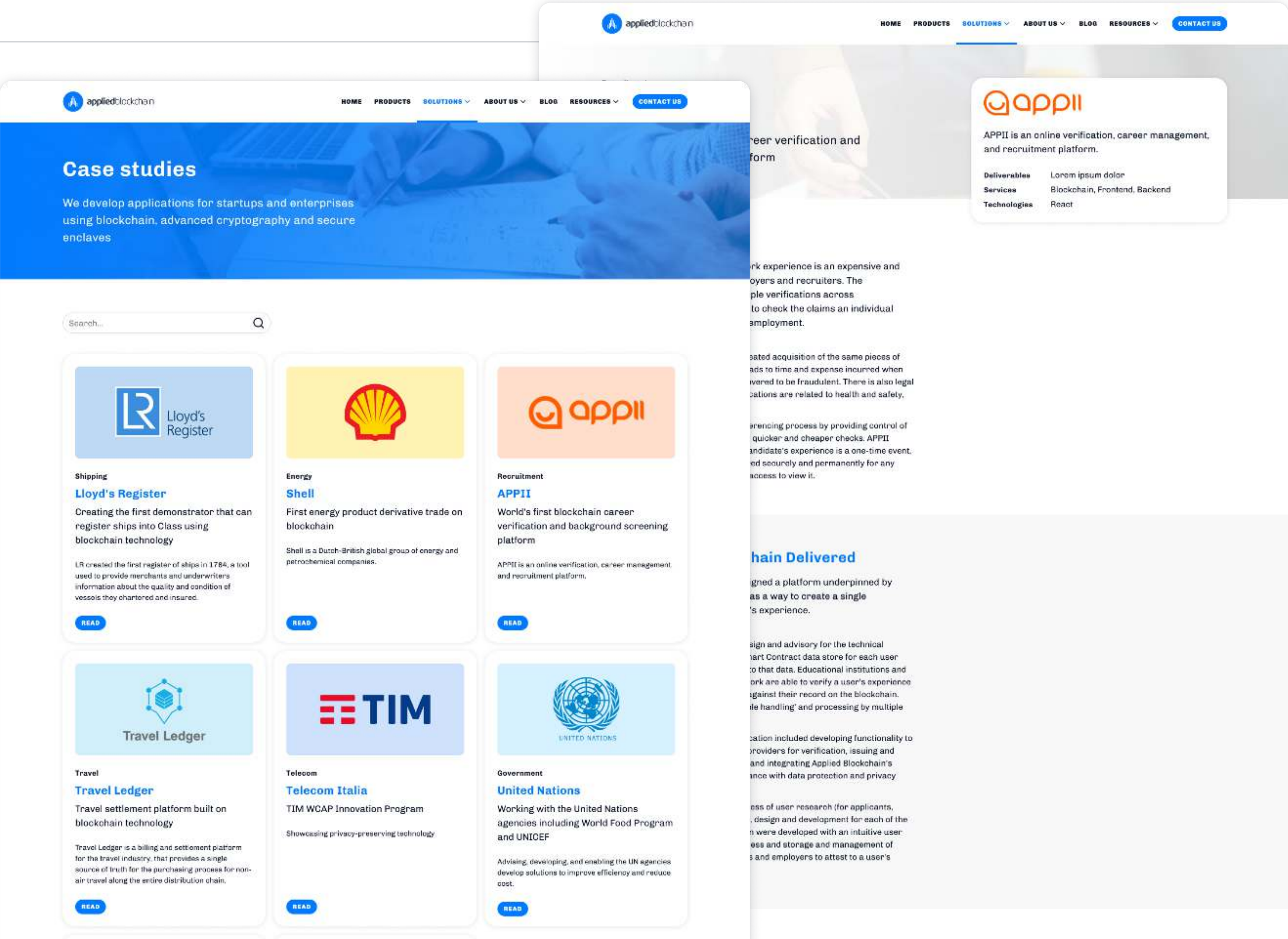
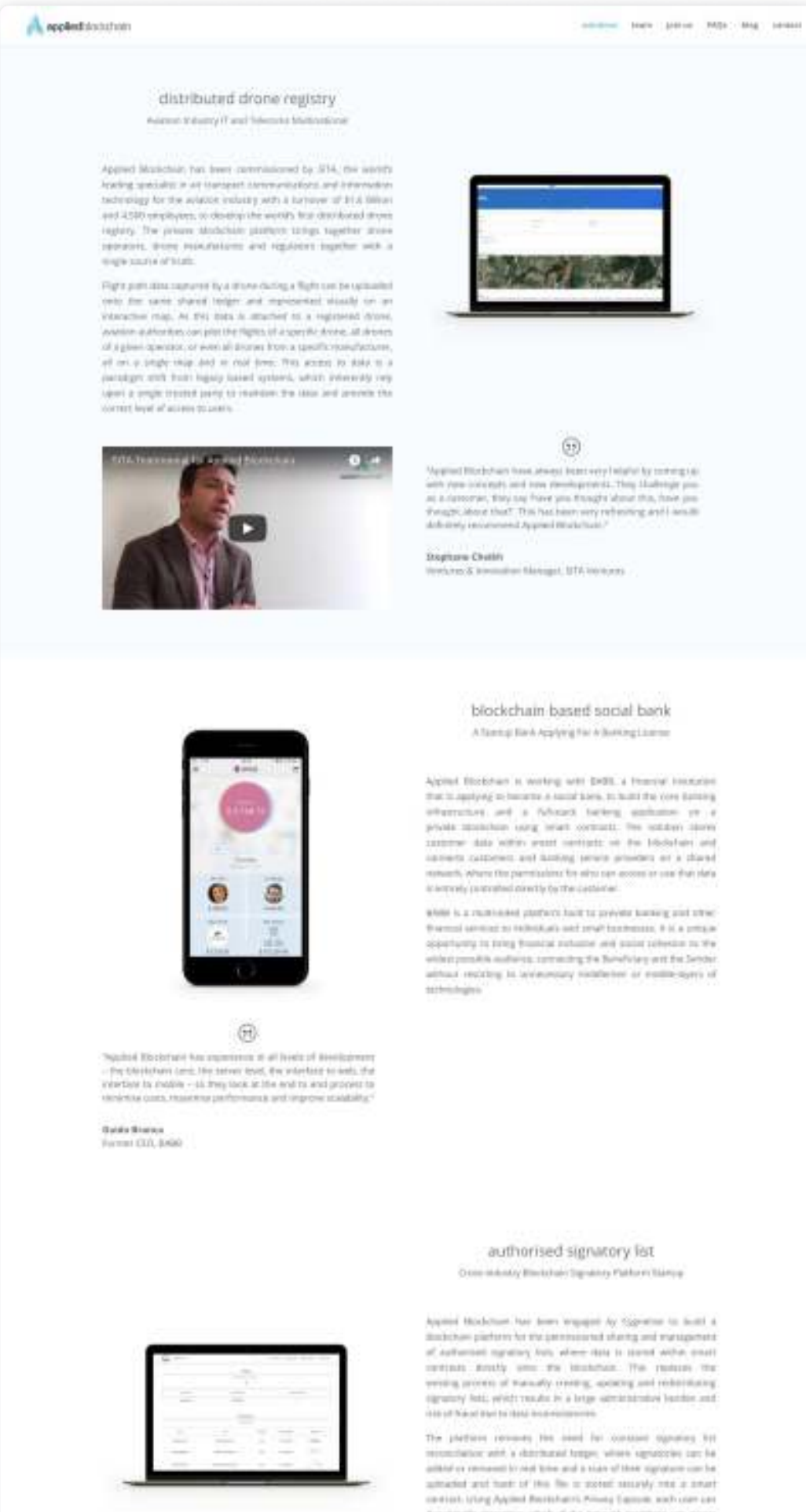
Homepage

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.



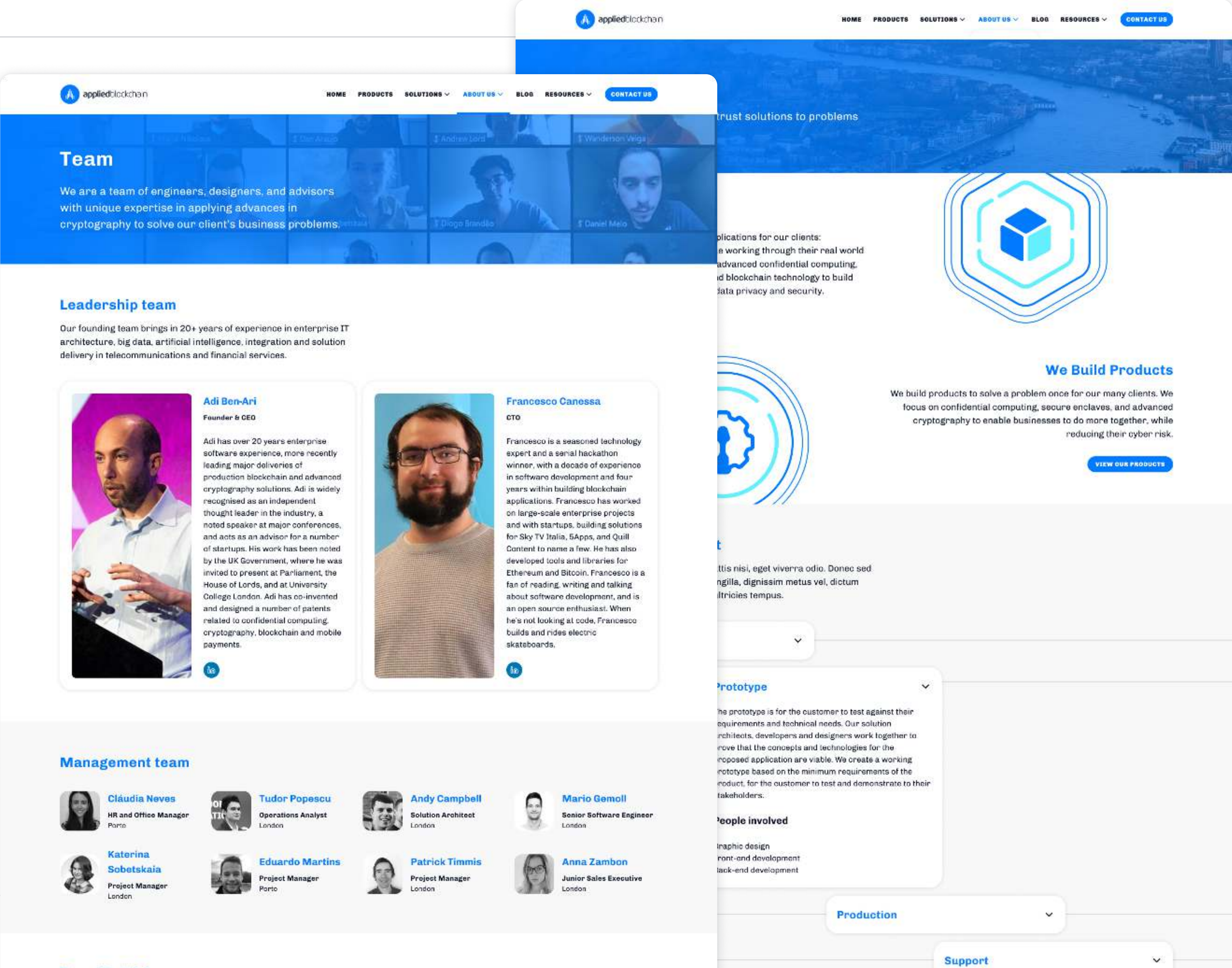
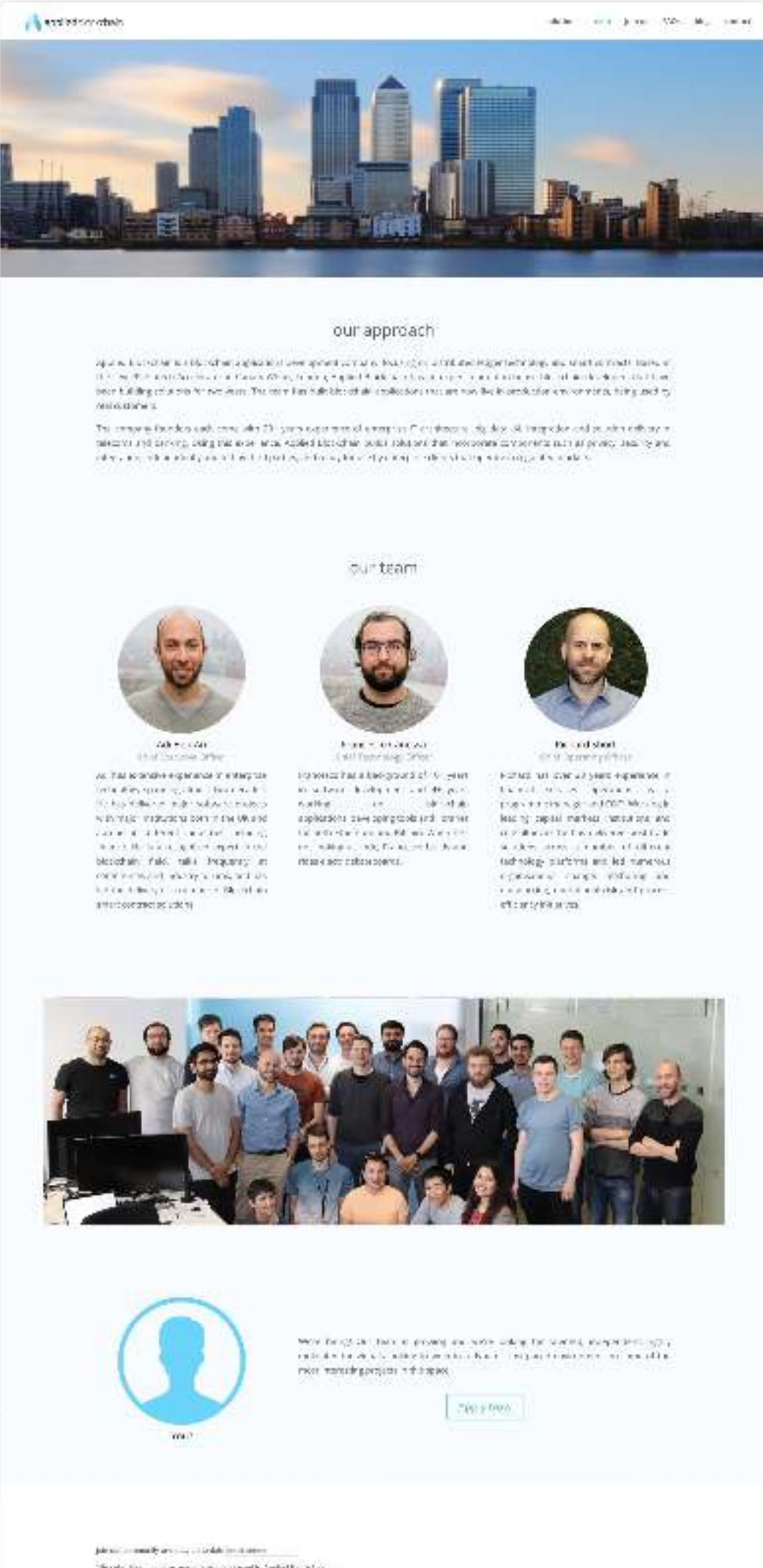
Projects/case studies

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 for the information they are looking for.

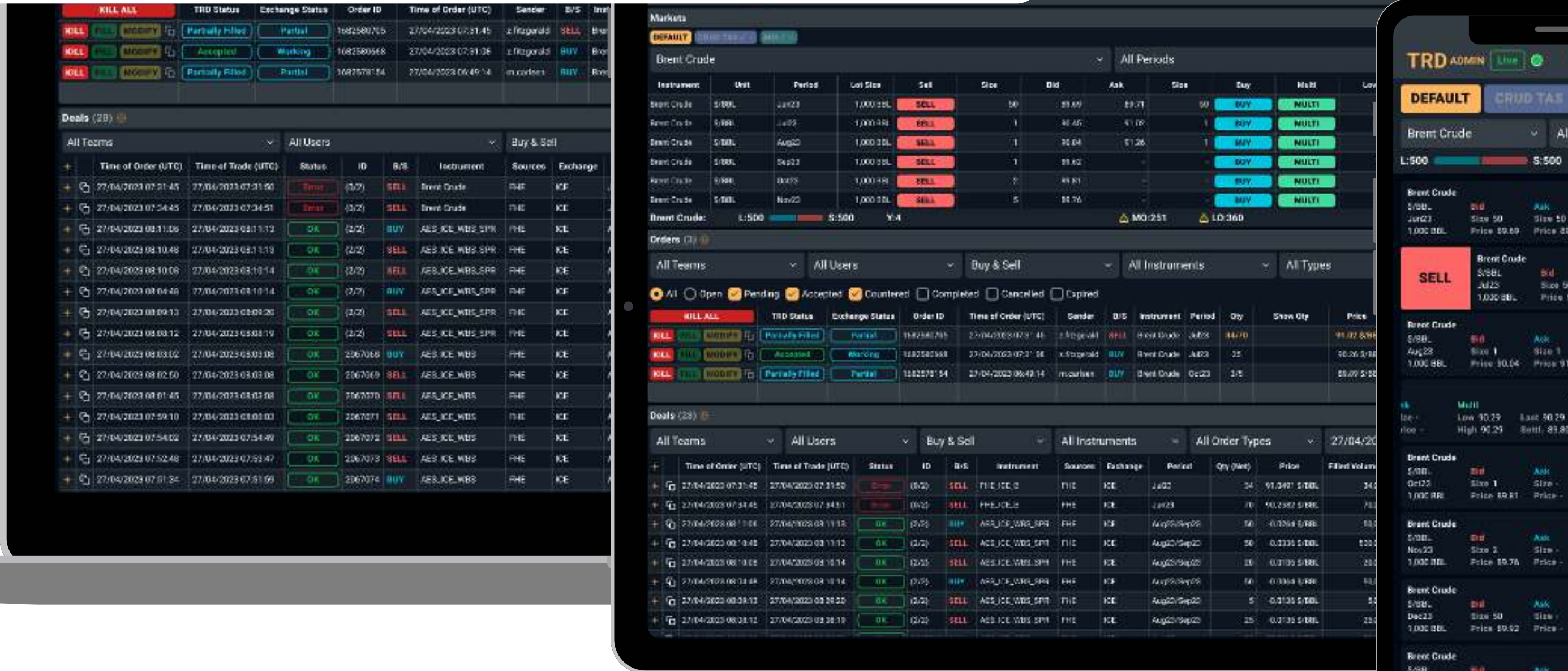
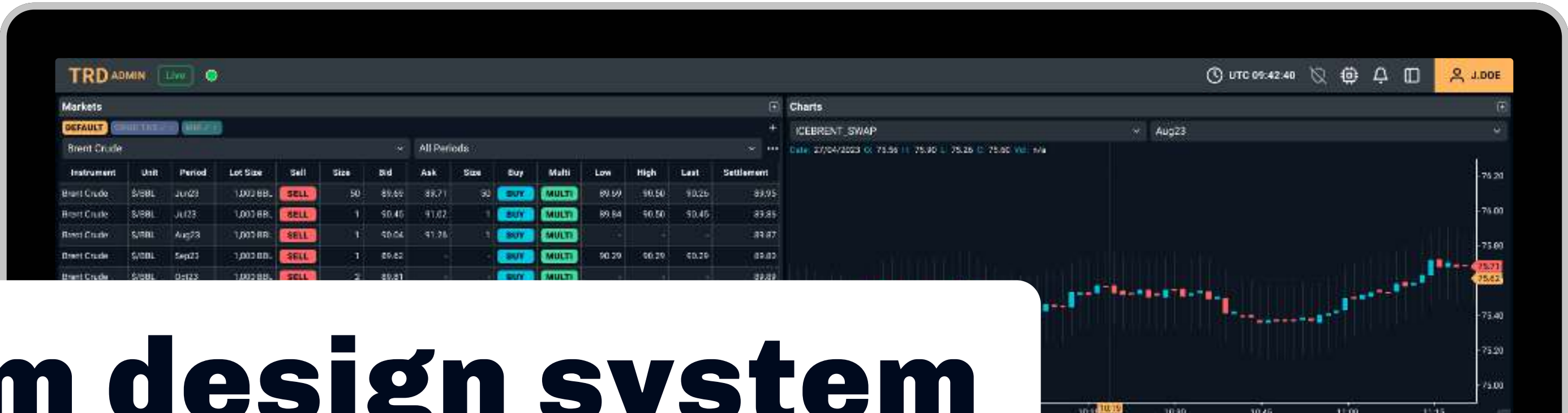


6 / Brand identity / Website design / Customer Under NDA

Trading platform design system

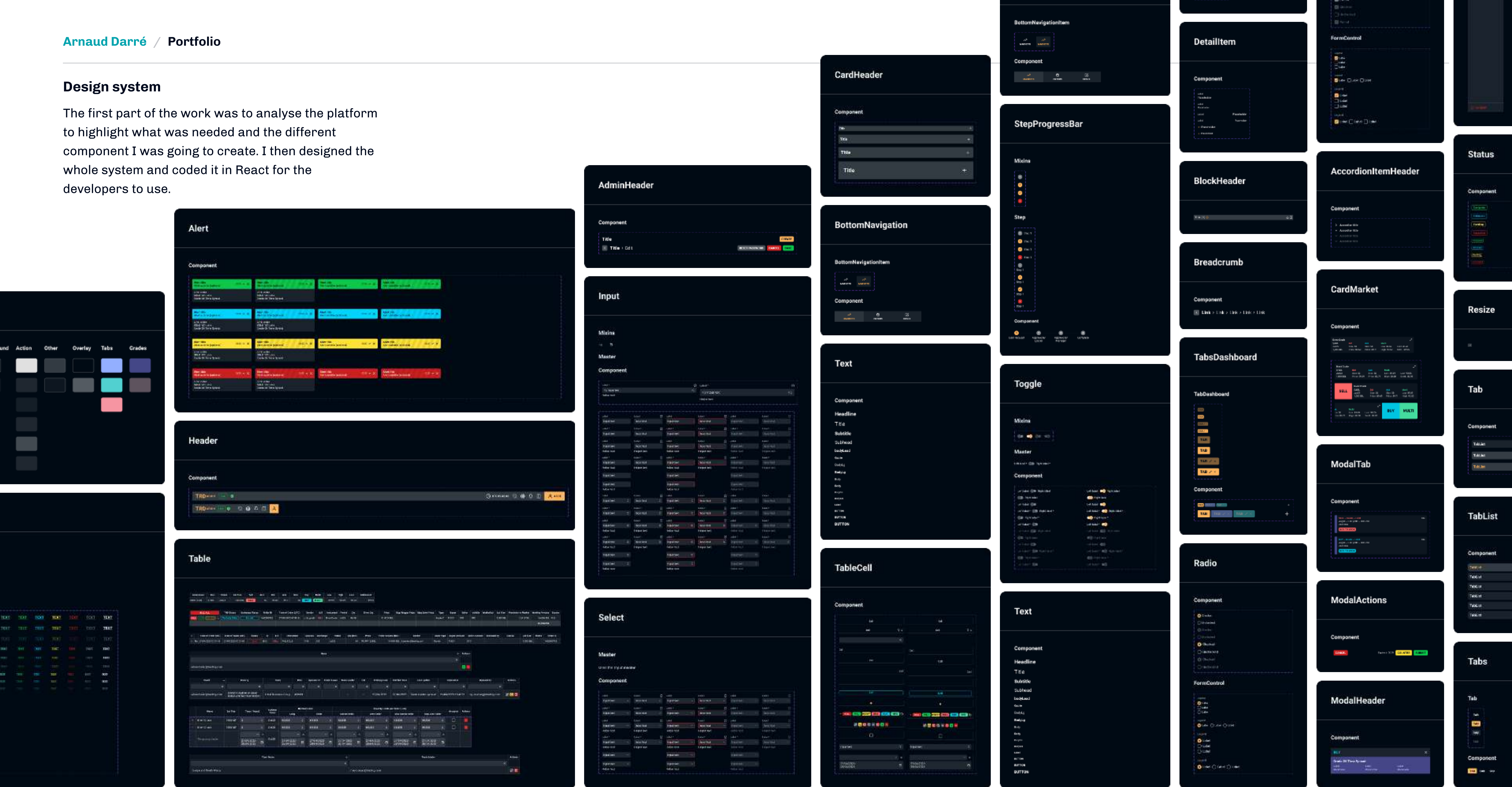
UX and UI consultation

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

📞 +44 7783 376231

✉️ arnaudarre@gmail.com

🌐 [linkedin.com/in/arnaud-darre](https://www.linkedin.com/in/arnaud-darre)

@ arnaud-darre.com