

Arnaud Darré

Product & Brand Designer

Portfolio

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1

Brand identity /
Editorial design /Customer
Bluto

E-commerce brand creation

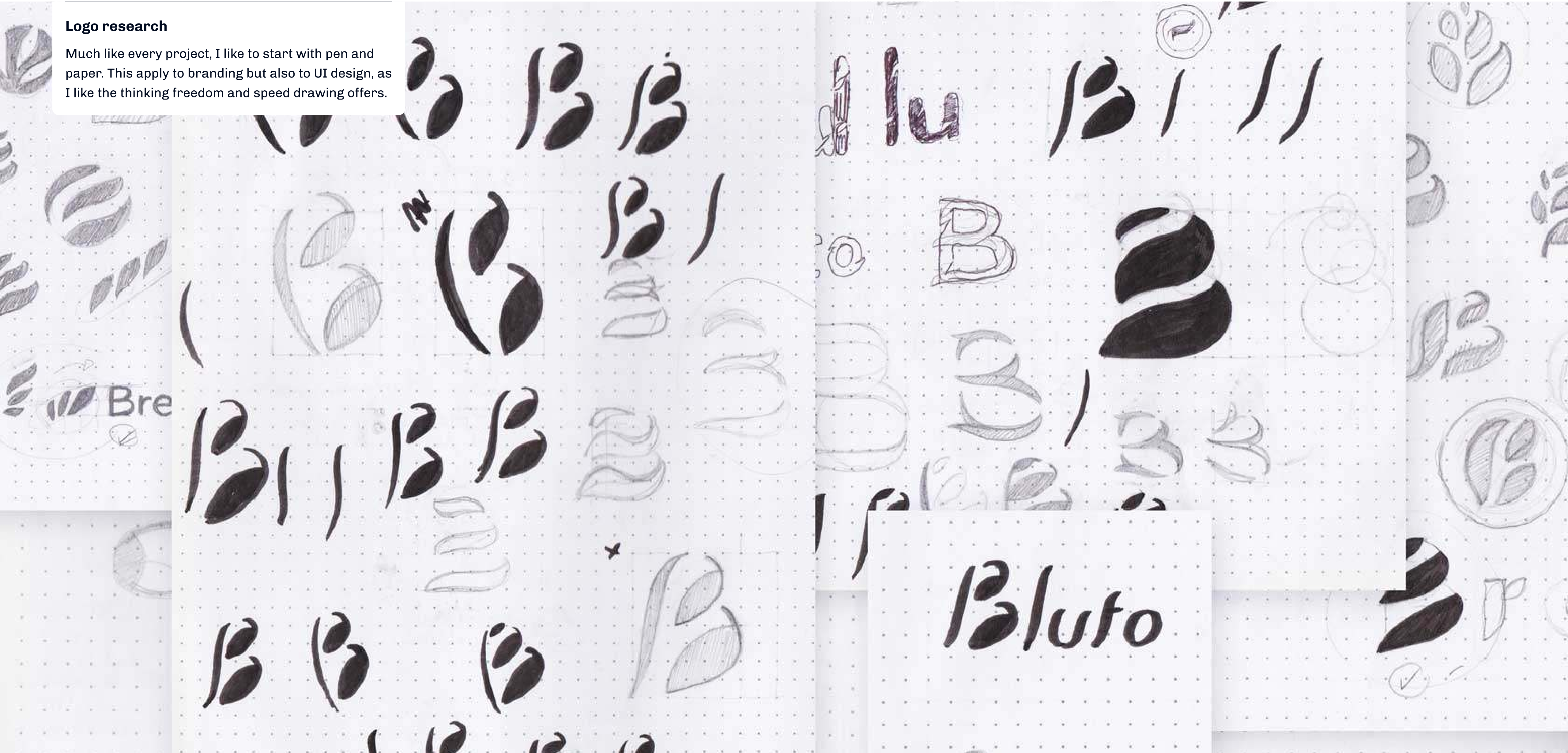
Brand identity and design system

This was my latest adventure, and the most interesting challenge I came to face in my career, one I had been dreaming ever since design school: designing my own brand. I started this company with two friends, and learned so much along the way.

[GO TO WEBSITE](#)

Logo research

Much like every project, I like to start with pen and paper. This apply to branding but also to UI design, as I like the thinking freedom and speed drawing offers.



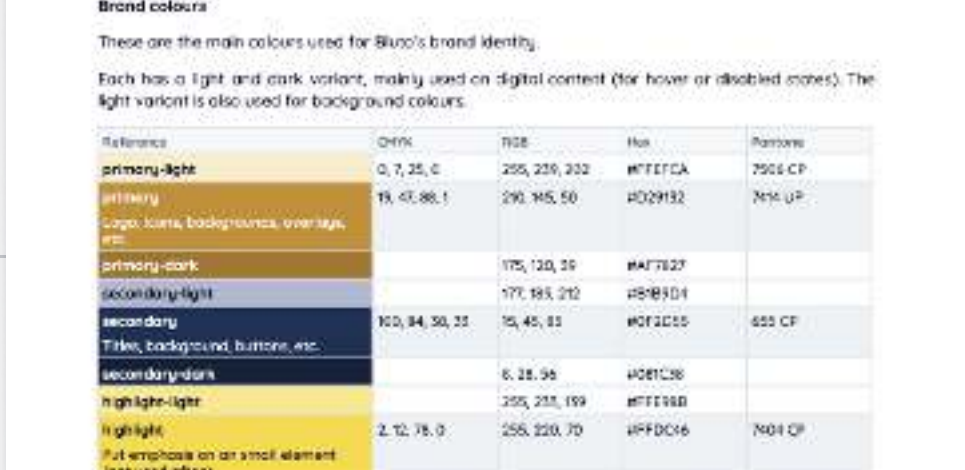
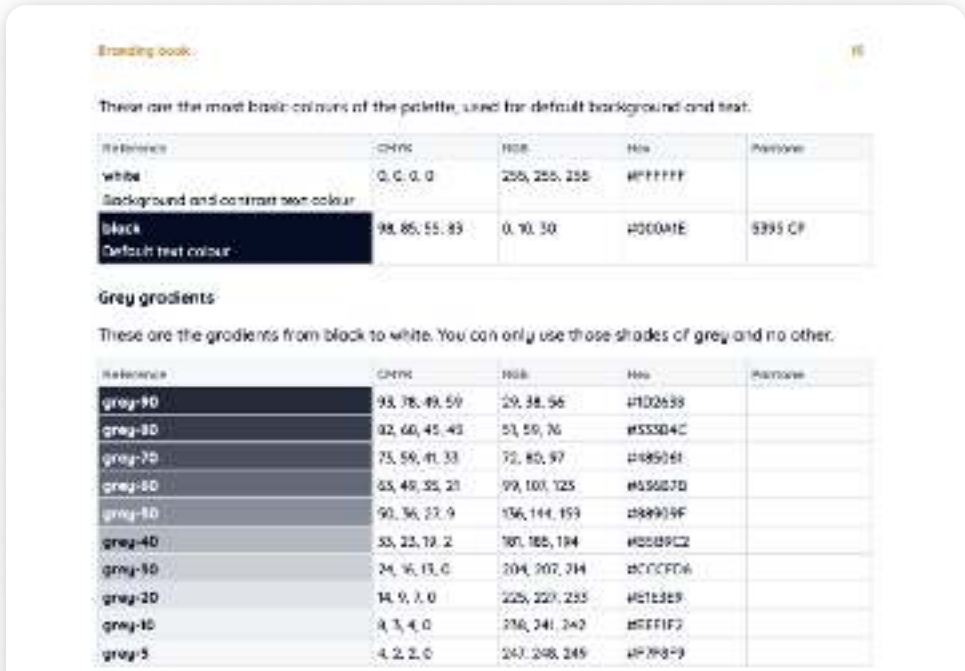
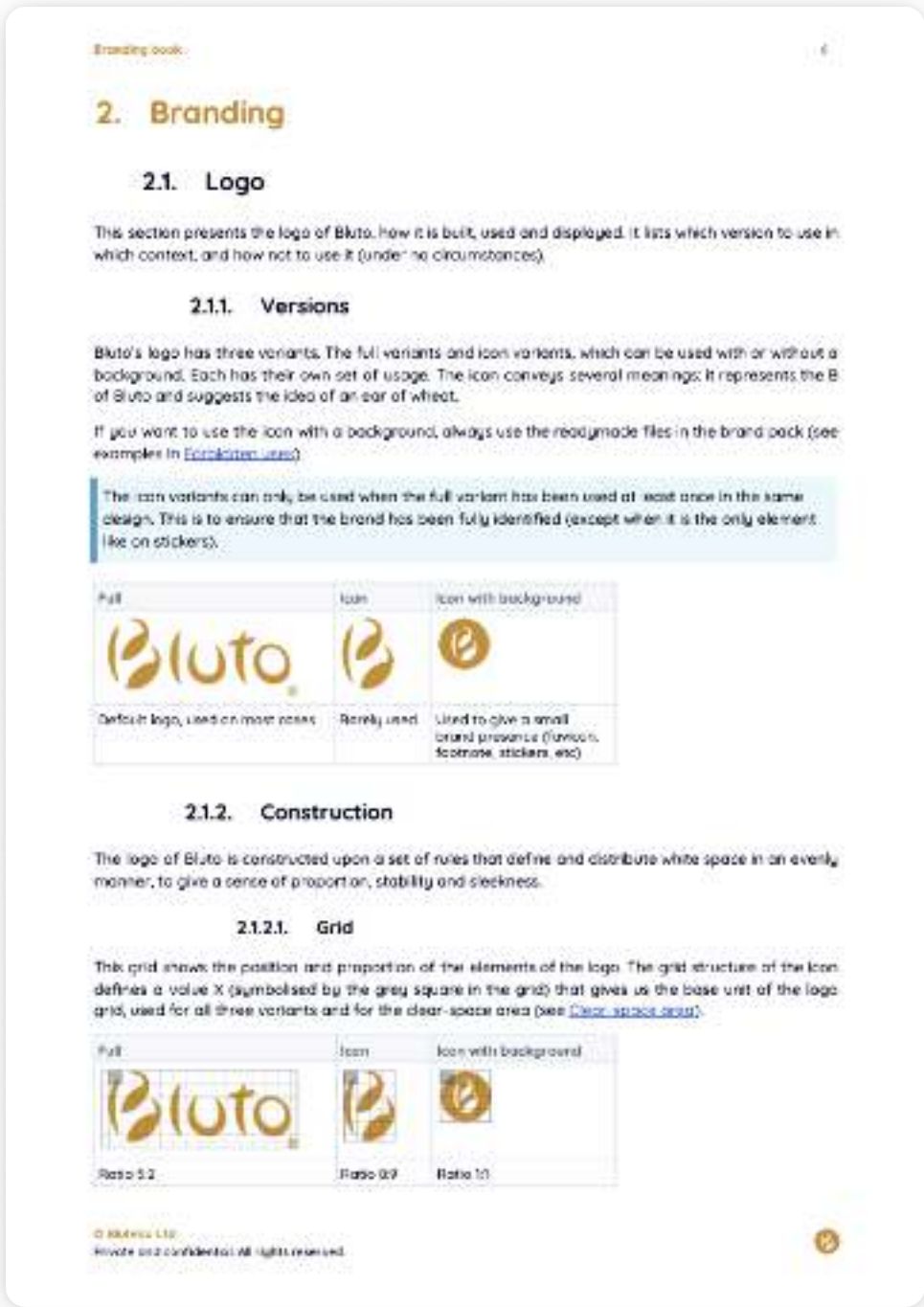
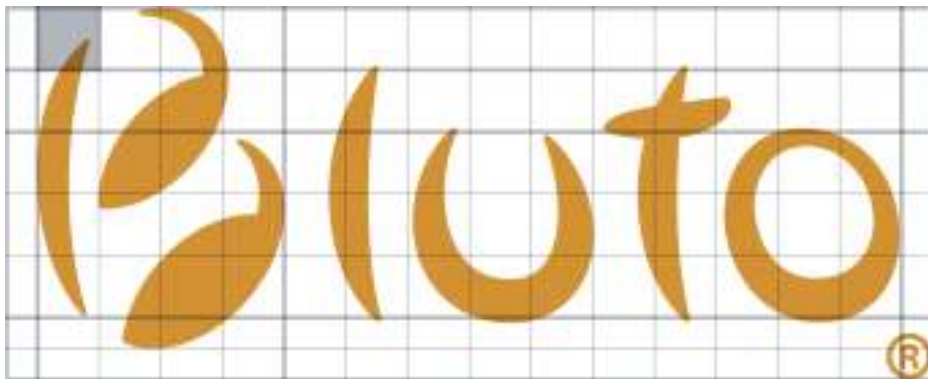
Brand guidelines

The first step of this project was creating the brand guidelines. We wanted to convey a fun yet professional look that would match the values of the brand and the quality of the service.

Logo



Construction & white space



Marketing collaterals examples



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

E-commerce platform

Bespoke web-app and admin system

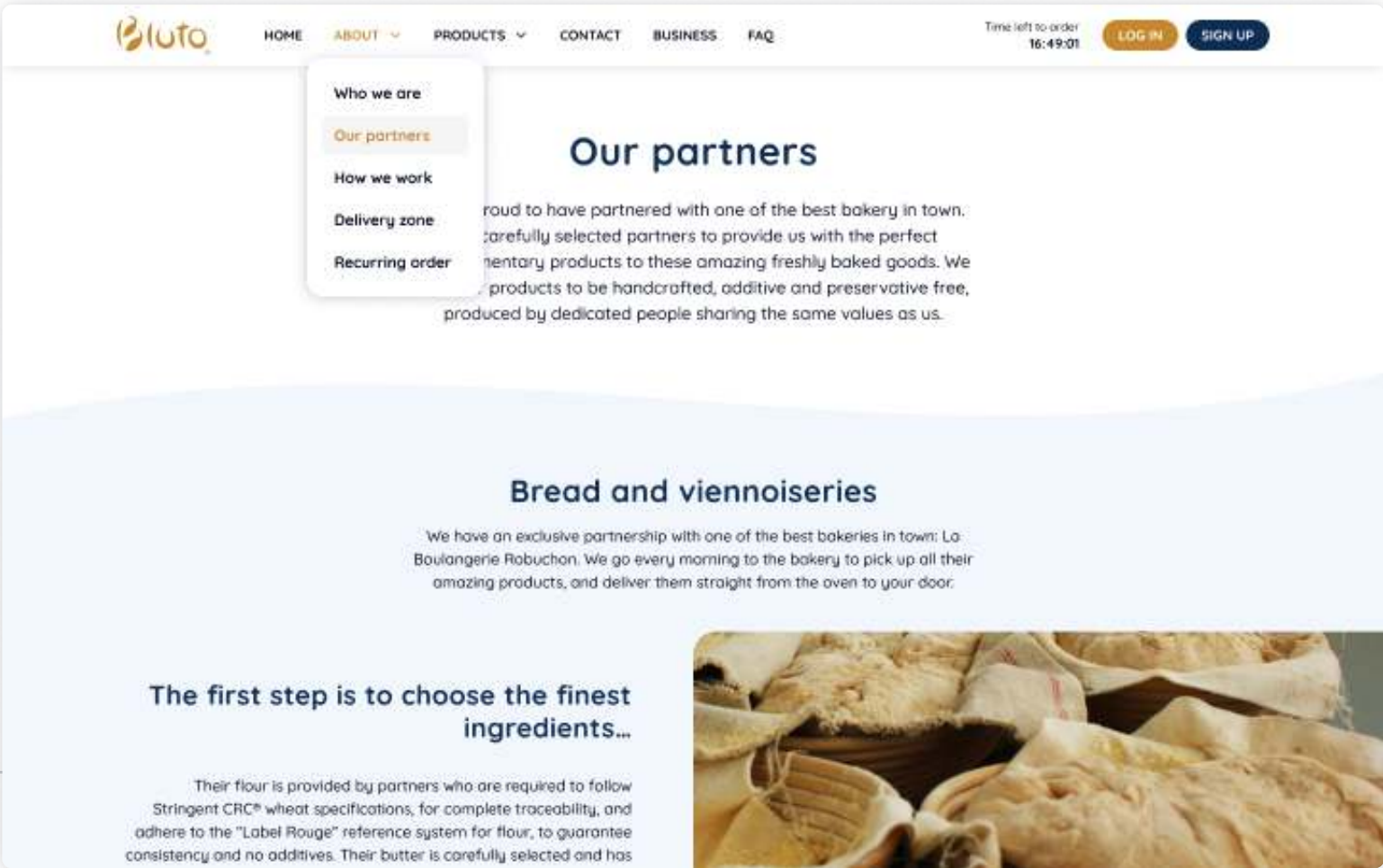
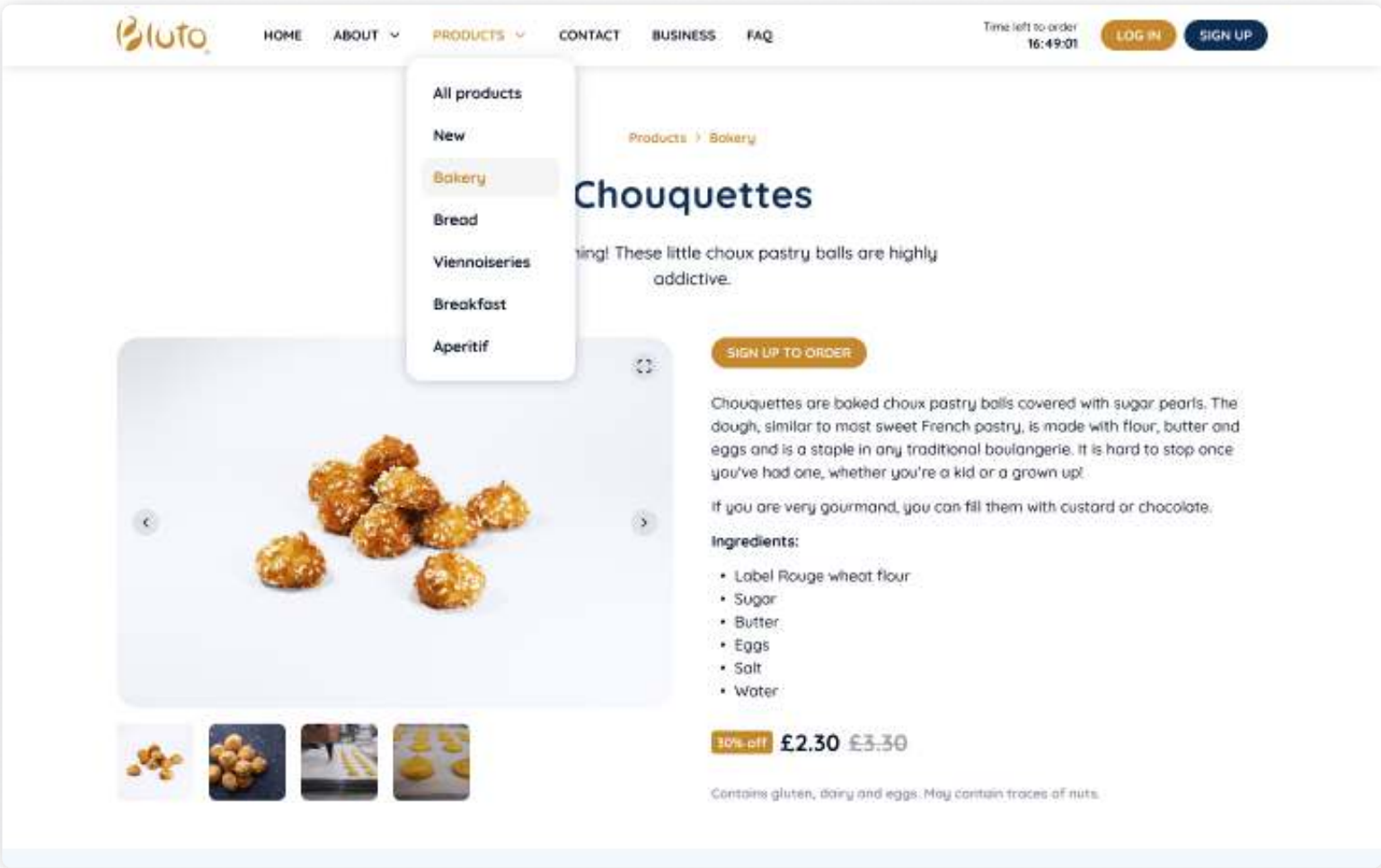
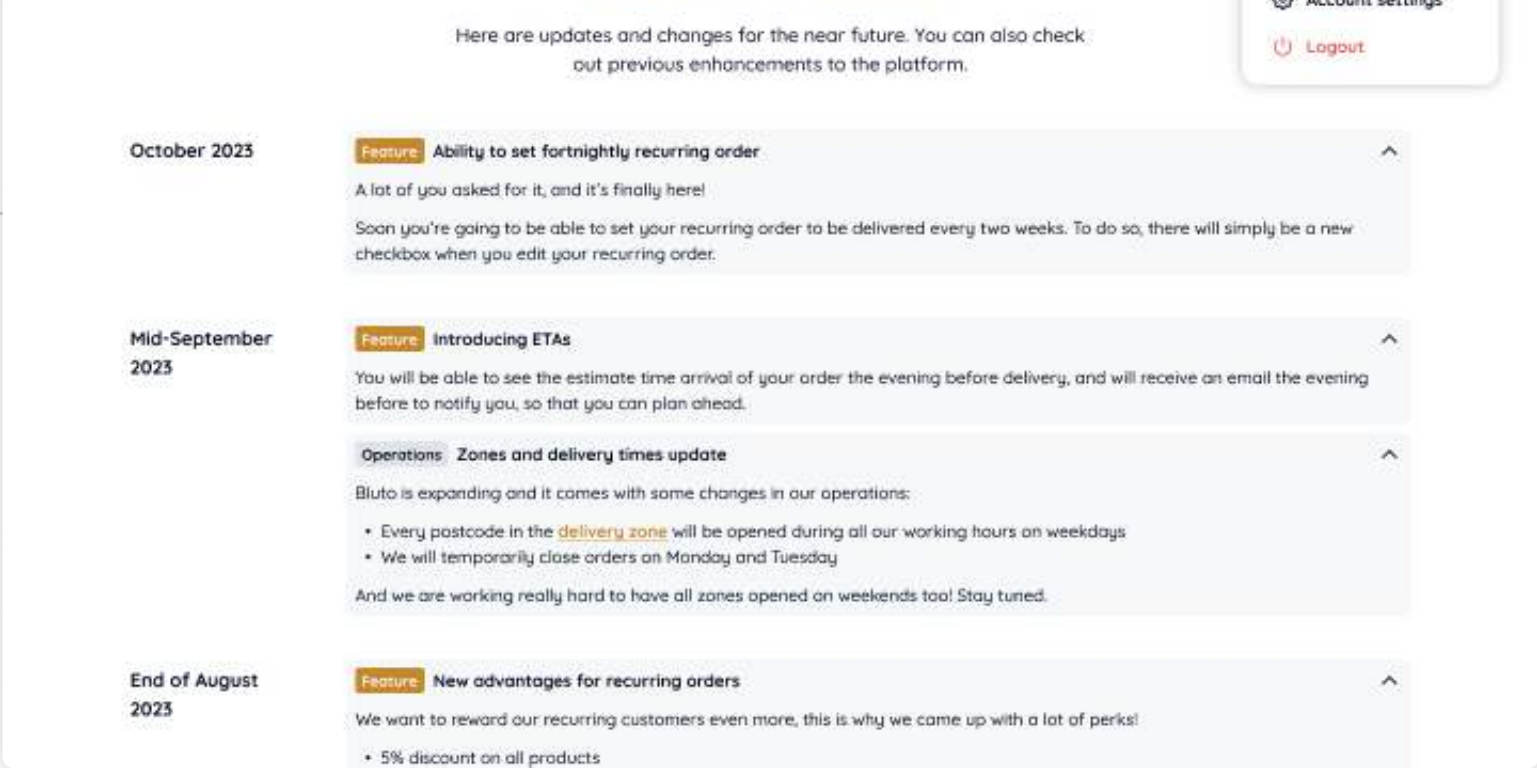
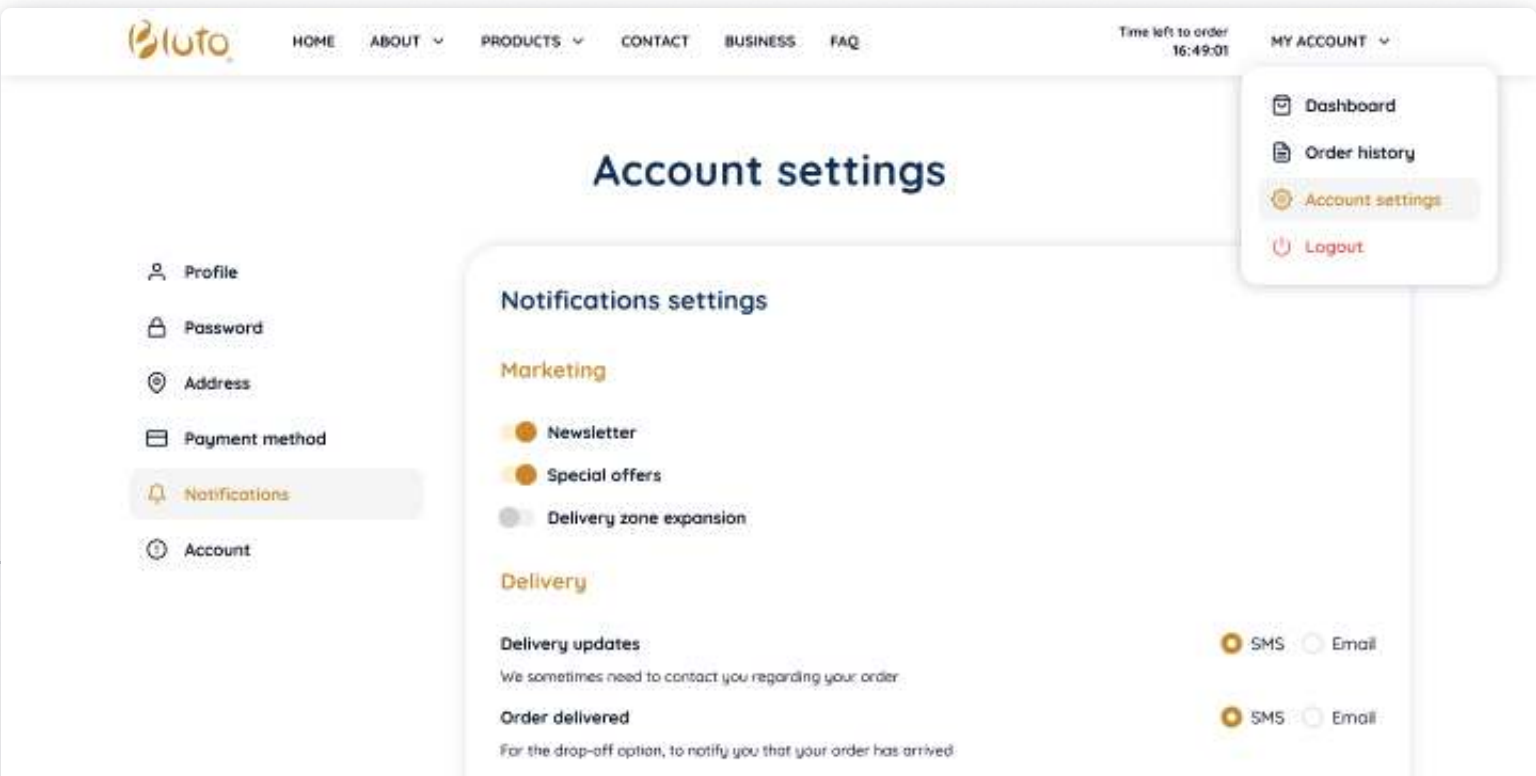
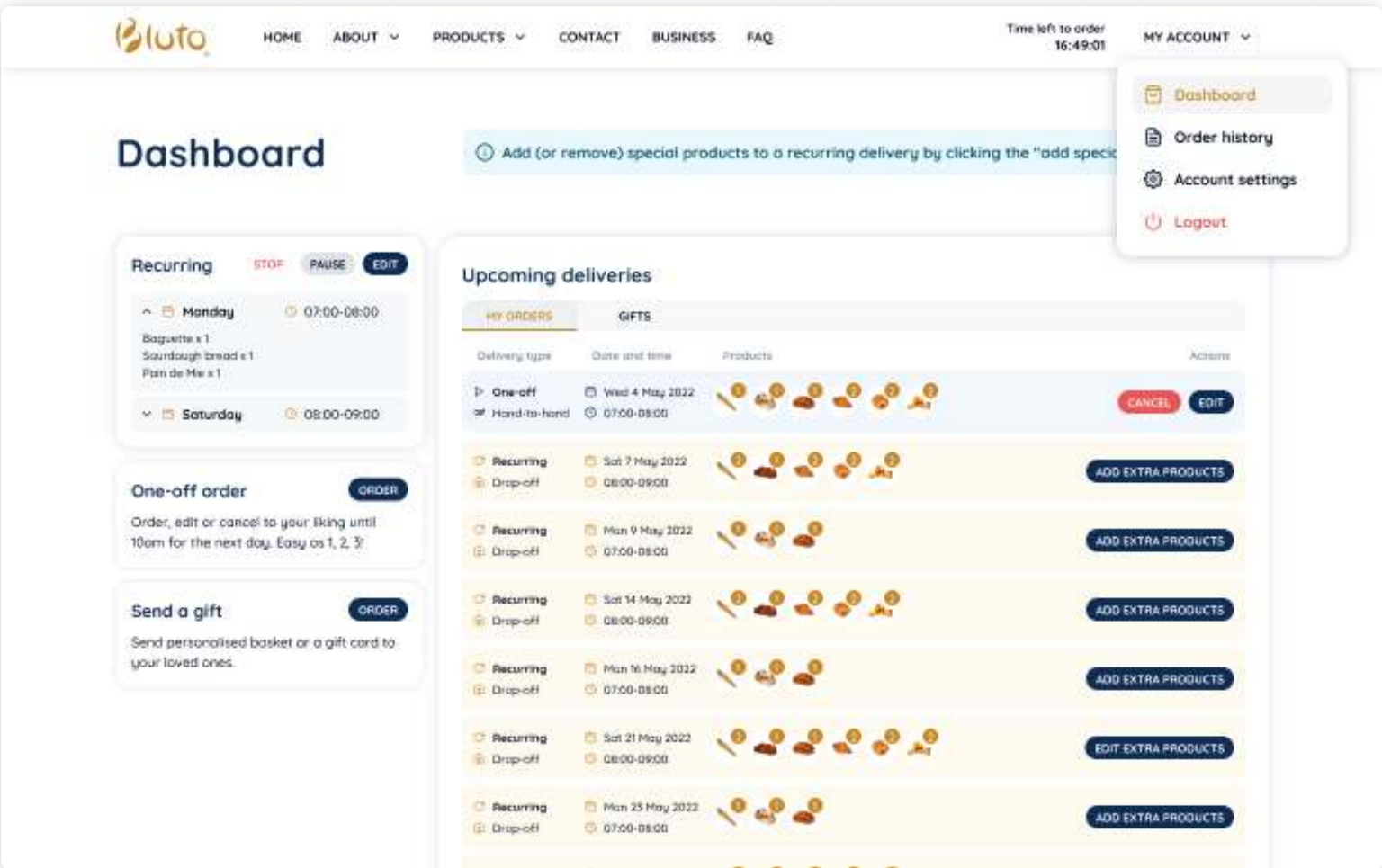
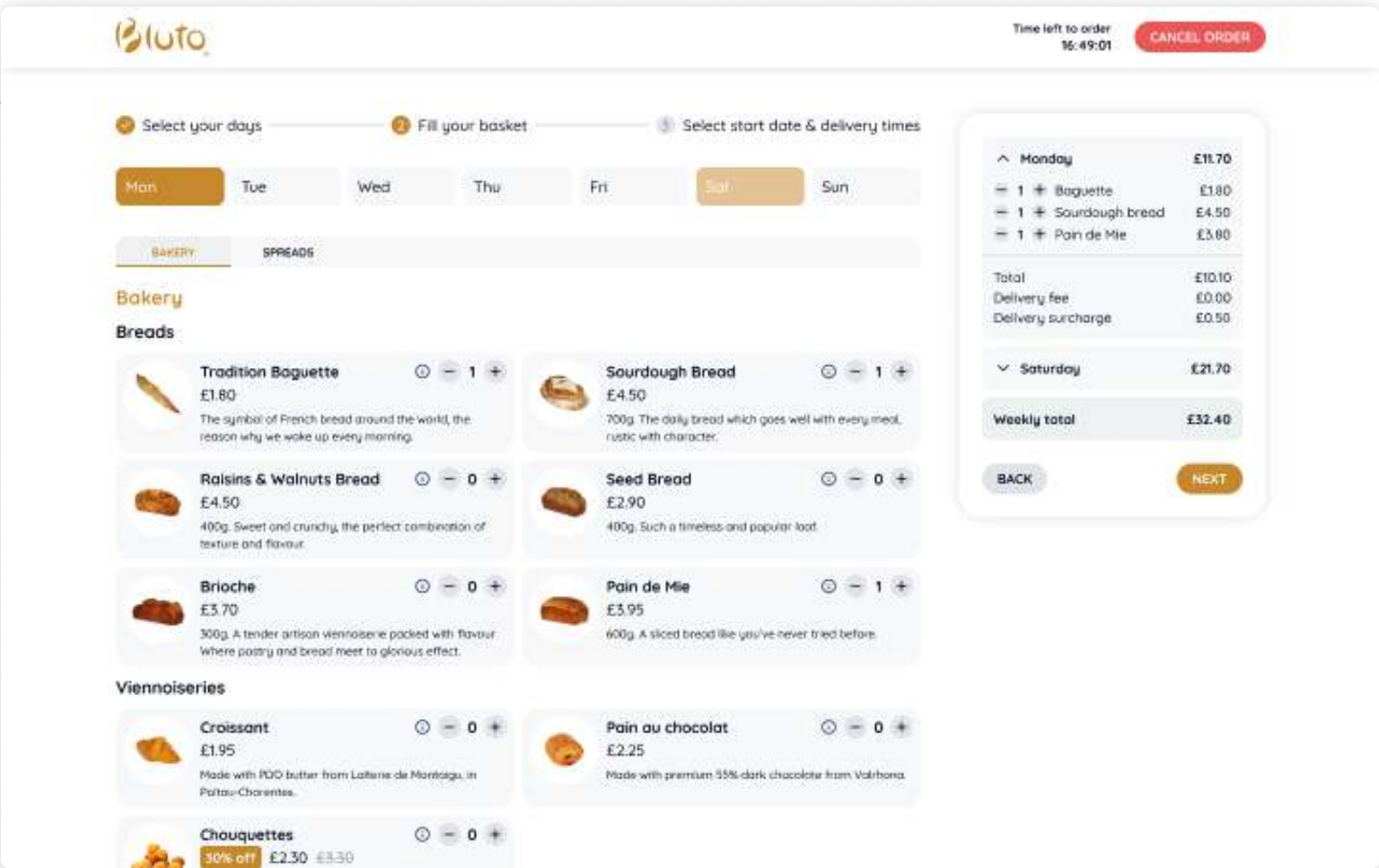
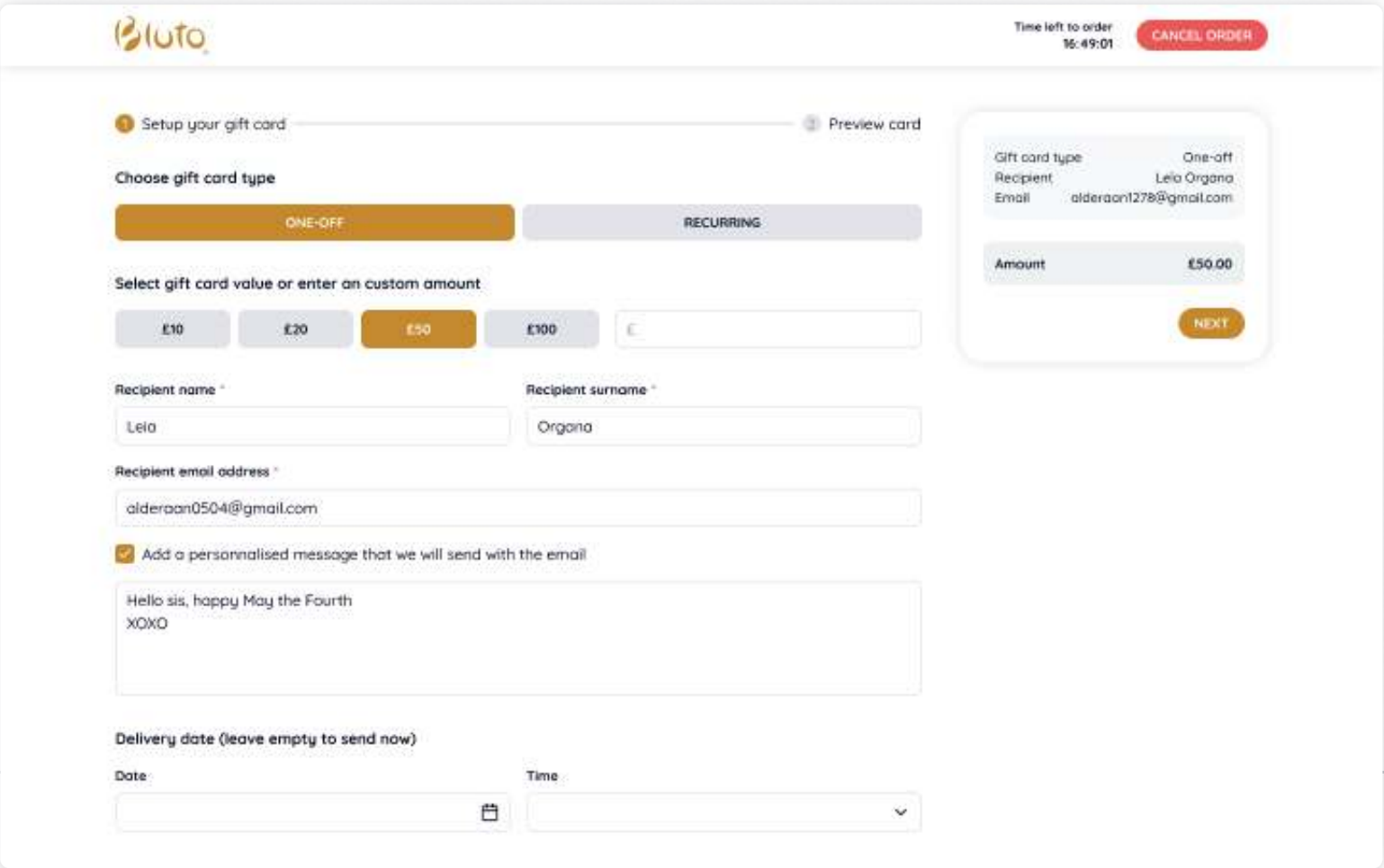
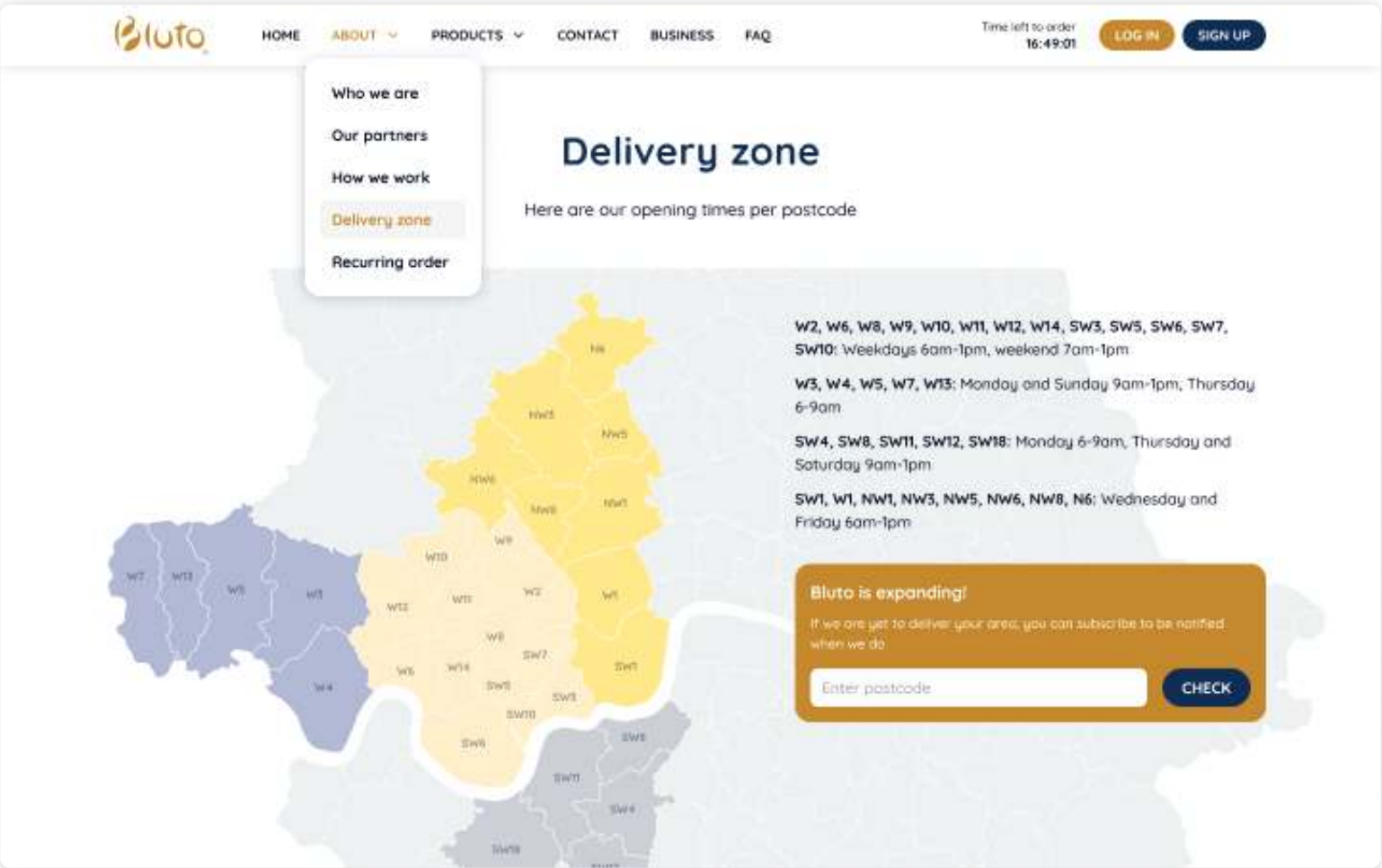
Along with the brand creation, I designed a bespoke e-commerce platform. We wanted to created a tool that would truly match the products we were selling, bread, and so we decided to create it and code it from scratch. This is one of the most exciting project I ever worked on, and allowed me to not only 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.



Screens

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

Dashboard

Route planner

Half days

Parameters

Customers

Orders

Gift cards

Products

Promo codes

Users

Logs

Settings

Dashboard

Daily
£261.80
16 orders

Weekly
£1,270.10
108 orders

Monthly
£4,064.10
349 orders

Yearly
£49,718.35
3642 orders

Product list (+1)

Tradition baguette	58
Sourdough Bread	9
Rolls & Wafers Bread	8
Seed Bread	7
Large Seed Bread	7
Pain de Mie	7
Rye Bread	2
Bruche	25
Croissant	50
Pain au Chocolat	58
Pain Viennois	16
Individual Gluten free Bread	1
Chouquettes	25

Turnover and orders

Dashboard

Route planner

Half days

Parameters

Customers

Orders

Gift cards

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Logs

Settings

Route planner

Date
01/01/2021

Nb addresses
45

Nb vehicles
2

Products

Tradition baguette	58
Sourdough Bread	9
Rolls & Wafers B...	8
Seed Bread	7
Large Seed Bread	7
Pain de Mie	7
Rye Bread	2
Bruche	25
Croissant	50
Pain au Chocolat	58
Pain Viennois	16
Individual Gluten fra...	1
Chouquettes	25

Orders

Vehicle	07-08	08-09	09-10	10-11	11-12	12-13	13-14
All	18 79'	20 83'	4 22'	2 17'	1 8'	-	-
Automobile	12 56'	12 57'	3 10'	1 10'	1 8'	-	-
Fiat	6 23'	8 30'	1 7'	1 7'	-	-	-

Dashboard

Route planner

Half days

Parameters

Customers

Orders

Gift cards

Products

Promo codes

Users

Logs

Settings

Route planner

Date
01/01/2021

Shift
All day

Vehicle
All

Nb addresses
45

Nb vehicles
2

Products

Start	End	Time	Products
07:00 - 08:00	18	79'	2
08:00 - 09:00	20	83'	2
09:00 - 10:00	4	22'	2
10:00 - 11:00	2	17'	2
11:00 - 12:00	1	8'	1

Dashboard

Route planner

Half days

Parameters

Customers

Orders

Gift cards

Products

Promo codes

Users

Logs

Settings

Orders

Showing 1 to 10 of 10659 entries (filtered from 28482 total entries) Reset

ADD AN ORDER

ADD AN EXTERNAL ORDER

Search...

Status

Payment status

Type

Date

Created at

Updated at

Gift

External

REMOVE FILTERS

Customer	Status	Type	Date	Time slot	Created at	Updated at	Is gift	Is external	Total
Luke Skywalker	NEW	Recurring	04/05/2022	07:00-08:00	02/05/2022, 12:35	02/05/2022, 12:49	No	No	£24.00
Rosemarie Reichel	NEW	One-off	04/05/2022	06:00-07:00	01/05/2022, 12:35	-	No	No	£12.90
Jake Bergmann	NEW	One-off	04/05/2022	06:00-07:00	27/04/2022, 12:35	-	No	No	£35.25
Charlotte Baudt	NEW	Recurring	04/05/2022	06:00-07:00	05/05/2022, 08:01	-	No	No	£7.95
Louise Polich	NEW	Recurring	04/05/2022	06:00-07:00	02/05/2022, 12:35	02/05/2022, 18:04	No	No	£58.05
Liesel Corwin	NEW	One-off	04/05/2022	06:00-07:00	27/04/2022, 12:35	25/04/2022, 22:29	No	No	£104.90
Angelina Skiles	NEW	Recurring	04/05/2022	06:00-07:00	02/05/2022, 12:35	-	No	No	£12.80
Blake Dougherty	NEW	One-off	04/05/2022	07:00-08:00	05/05/2022, 09:30	-	Yes	No	£15.45
Jake Romaguera	NEW	Recurring	04/05/2022	07:00-08:00	05/05/2022, 09:43	-	No	No	£16.05
Ashley Letter	NEW	Recurring	04/05/2022	07:00-08:00	02/05/2022, 12:35	05/05/2022, 07:31	No	No	£24.10

10 < 1 2 3 4 ... 1066 >

Dashboard

Route planner

Half days

Parameters

Customers

Orders

Gift cards

Products

Promo codes

Users

Logs

Settings

Customers

Showing 1 to 10 of 1024 entries Reset

Search...

Role

Type

REMOVE FILTERS

Name	Type	Email	Phone	Postcode
Luke Skywalker	Consumer	force4ever@gmail.com	077 0405 1138	W12 9LF
Ramon Wlaszk	Consumer	Ramon_Wlaszk@yahoo.com	077 0405 1138	W12 8FD
Morris Cramin	Consumer	Morris82@hotmail.com	077 0405 1138	SW3 7AD
Vinnie Schneider	Consumer	Vinnie.Schneider@yahoo.com	077 0405 1138	W1X 09H
Talon Kuhn	Consumer	Talon.Kuhn62@yahoo.com	077 0405 1138	W9 6TD
Joannie Kunze	Consumer	Joannie_Kunze0@yahoo.com	077 0405 1138	SW6 8DD
Jaylan Tilman	Consumer	Jaylan.Tilman@gmail.com	077 0405 1138	SW10 8FQ
Whitney Nienow	Business	Whitney.Nienow@yahoo.com	077 0405 1138	SW3 8FE
Lurline Breitenberg	Consumer	Lurline_Breitenberg@hotmail.com	077 0405 1138	NW10 0J7
Gerakline Ritchie	Consumer	Gerakline.Ritchie@yahoo.com	077 0405 1138	SW3 0TT

10 < 1 2 3 4 ... 101 >

Half days

Parameters

Customers

Orders

Gift cards

Products

Promo codes

Users

Logs

Settings

01/01/2021

07:00 - 08:00

Automobile

12

56

Product	Qty	Order	Customer	ETA	Products
Tradition baguette	20		Ivan Leach 45 Langthorne St SW6 6JT	4	
Sourdough Bread	3		Sherry Koch 69 Elbergy Street SW6 6EU	8	
Rolls & Wafers Bread	3		Gretchen Schmeier 6 Vera Rd SW6 6RN	13	
Seed Bread	4		Stacy Lorton 6 Winchenden Rd SW6 5OR	35	
Large Seed Bread	1		Duane Stedemann 13 Harbledown Rd SW6 5TW	19	
Pain de Mie	3		Jonathan Rowe 7 Britanna Rd SW6 2HJ	26	
Rye Bread	1		Ms Sam Lebeck SW6 4AP SW6 4AP	32	
Bruche	8		Randal Killock 20 Coniger Rd SW6 5TA	36	
Croissant	19		Rex Gorczany 132 Hurlingham Rd SW6 3NF	41	
Pain au Chocolat	26		Alice Stark 5 Friaton St SW6 3AS	47	
Rye Viennois	3		Andre Block 102 Stephendale Rd SW6 2PH	52	
Individual Gluten free Bread	-		Edmund Bruttke 102 Stephendale Rd SW6 2PH	55	
Chouquettes	9		Melanie Nienow	-	

Dashboard

Route planner

Half days

Parameters

Customers

Orders

Gift cards

Products

Promo codes

Users

Logs

Settings

Orders

Edit an order < Back to all orders

Information

Customer
Luke Skywalker

Date
04/05/2022

Time slot
07:00-08:00

Promo code

Gift message

☐ Paid

Status
NEW

Basket

Product

Tradition baguette

Quantity
1

Product

Quantity

Dashboard

Route planner

Half days

Parameters

Customers

Orders

Gift cards

Products

Promo codes

Users

Logs

Settings

Customers

Edit a customer < Back to all customers

INFORMATION

ORDERING

DISCOUNT

Name

Luke Skywalker

Type
☒ Consumer ☐ Business

Email
force4ever@gmail.com

The email address must be changed on Stripe too

Phone
077 0405 1138

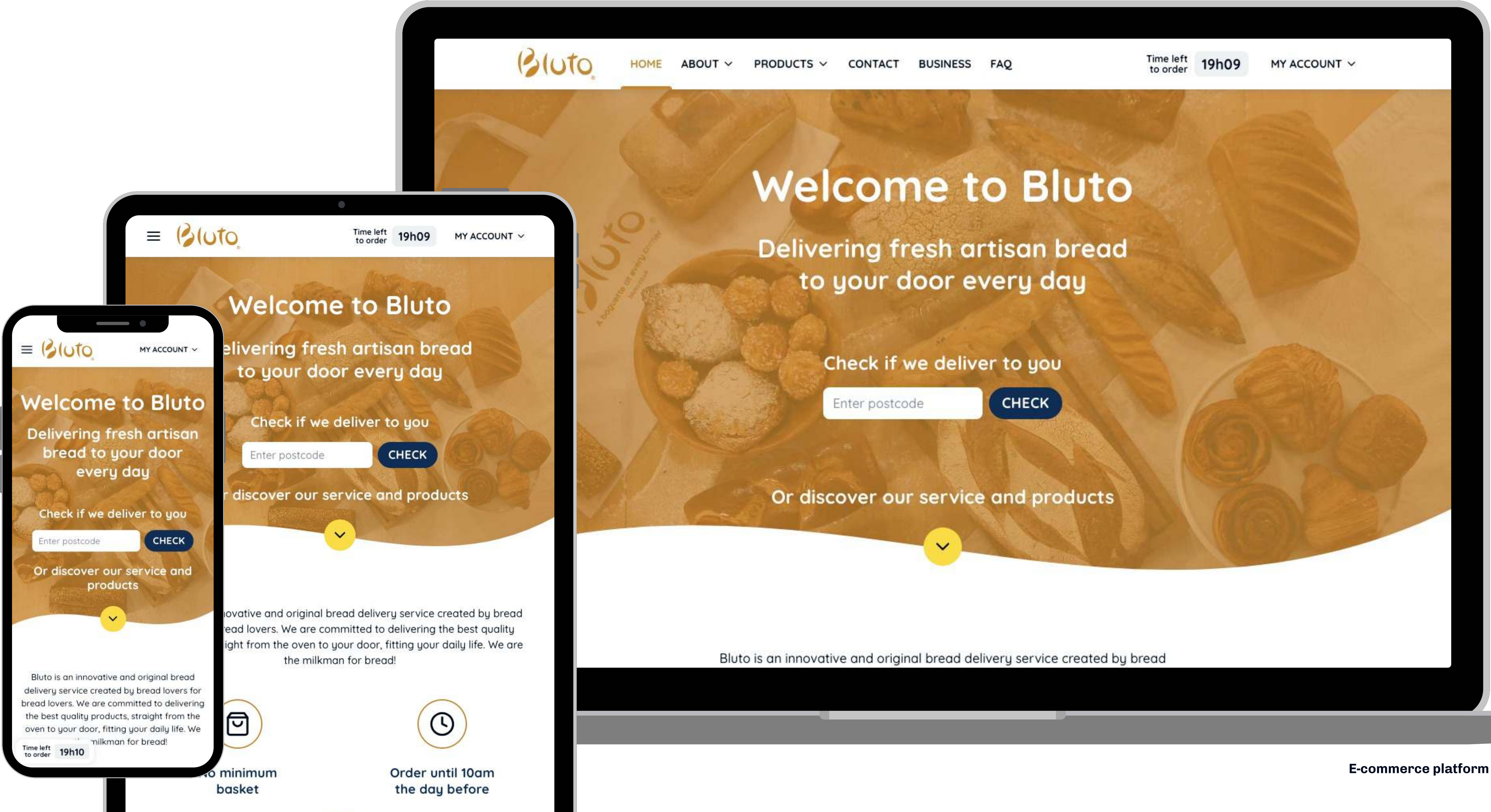
Comment

☒ Active
User can log in if checked

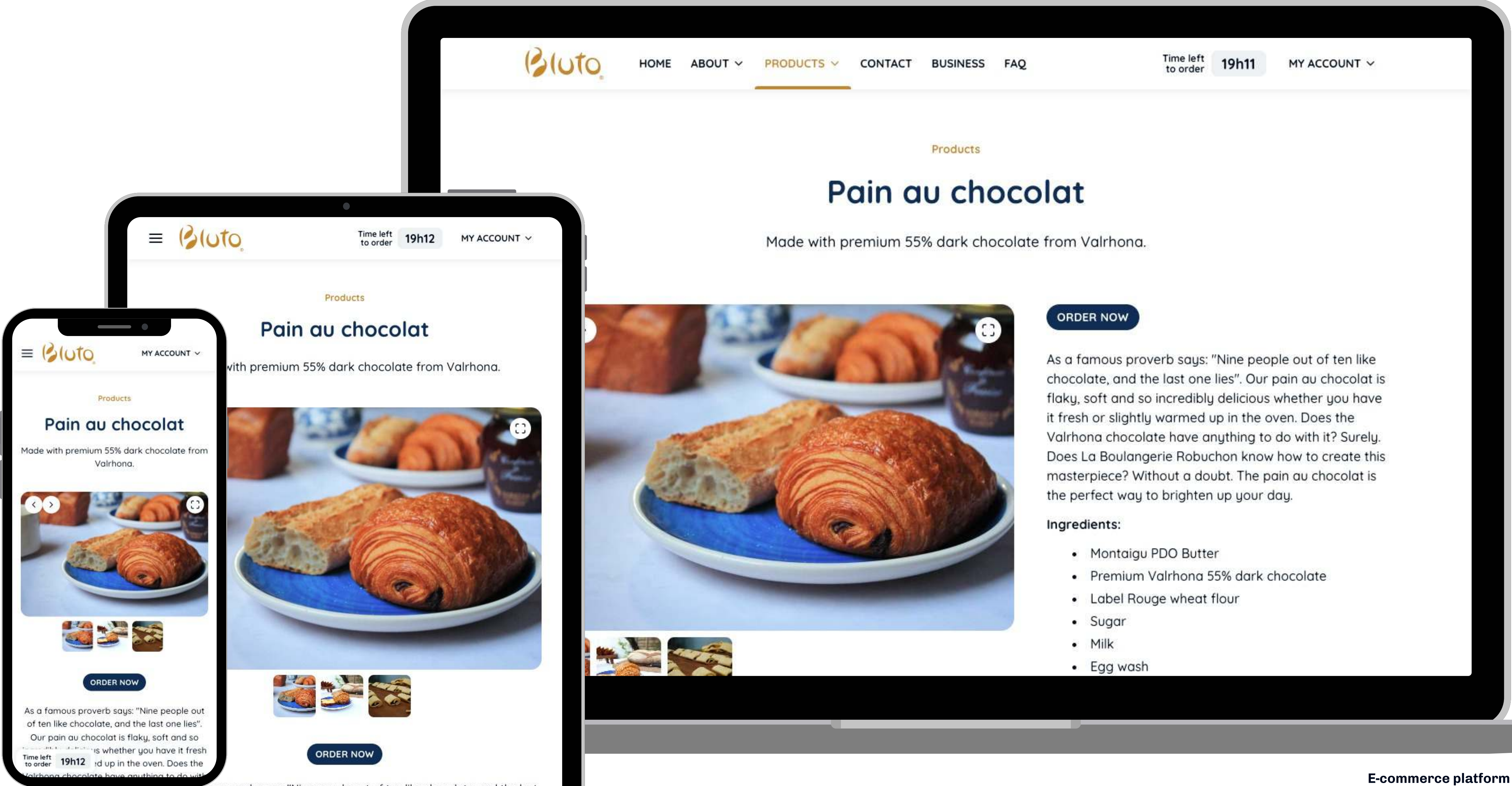
SAVE AND BACK

CANCEL

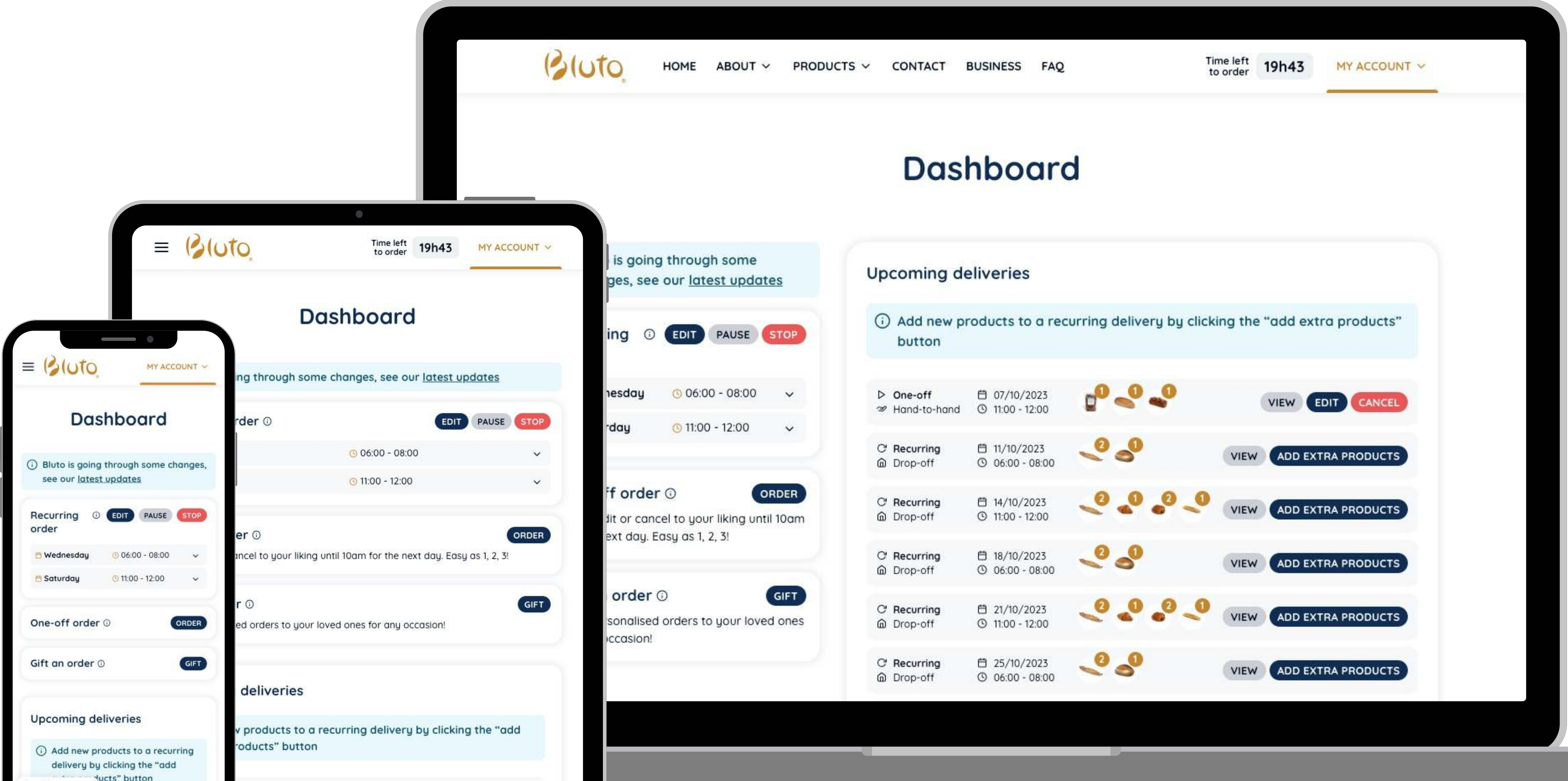
Responsive examples / Homepage



Responsive examples / Product page



Responsive examples / User dashboard



3

Web development /

Customer

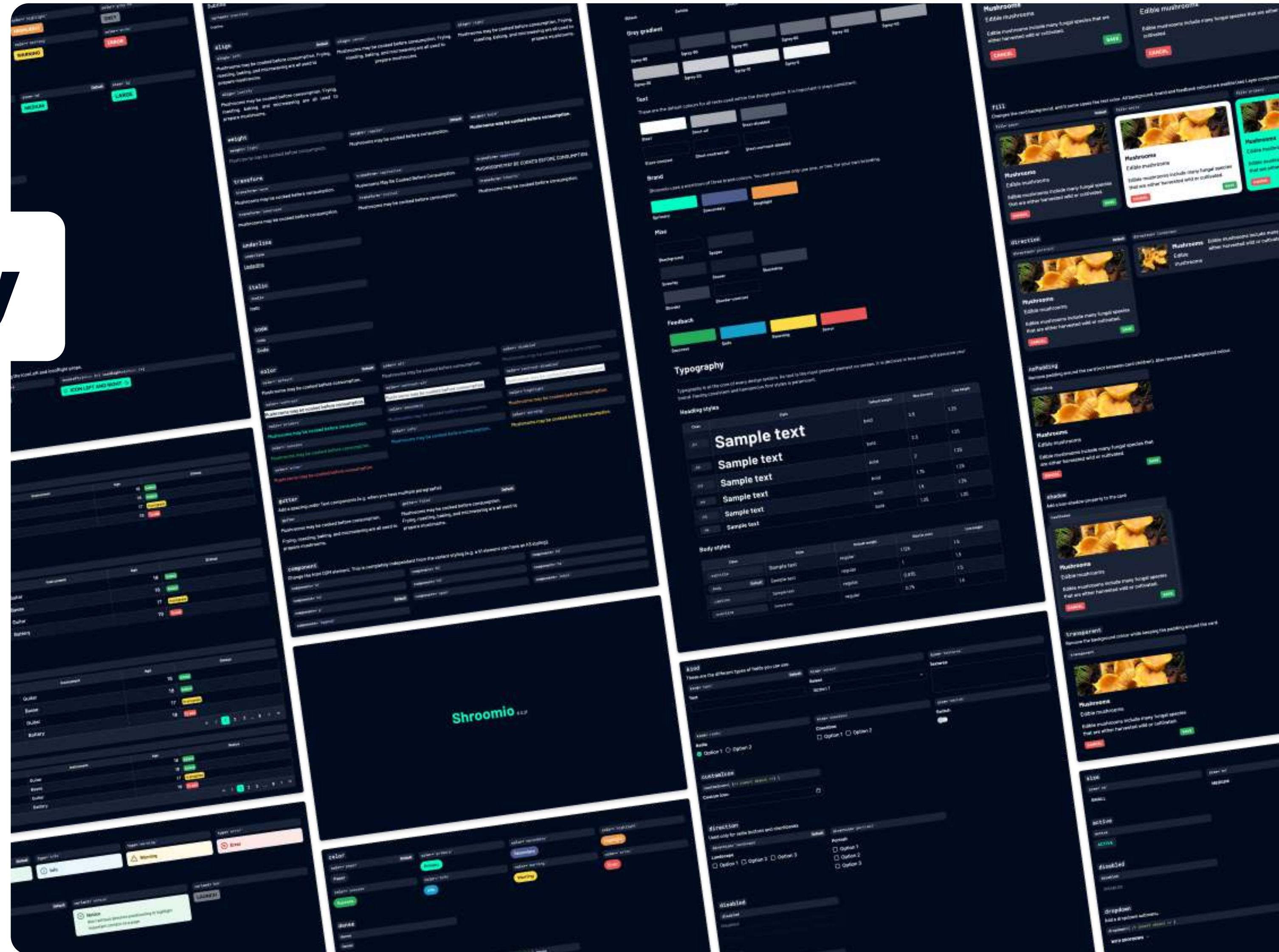
Personal project

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



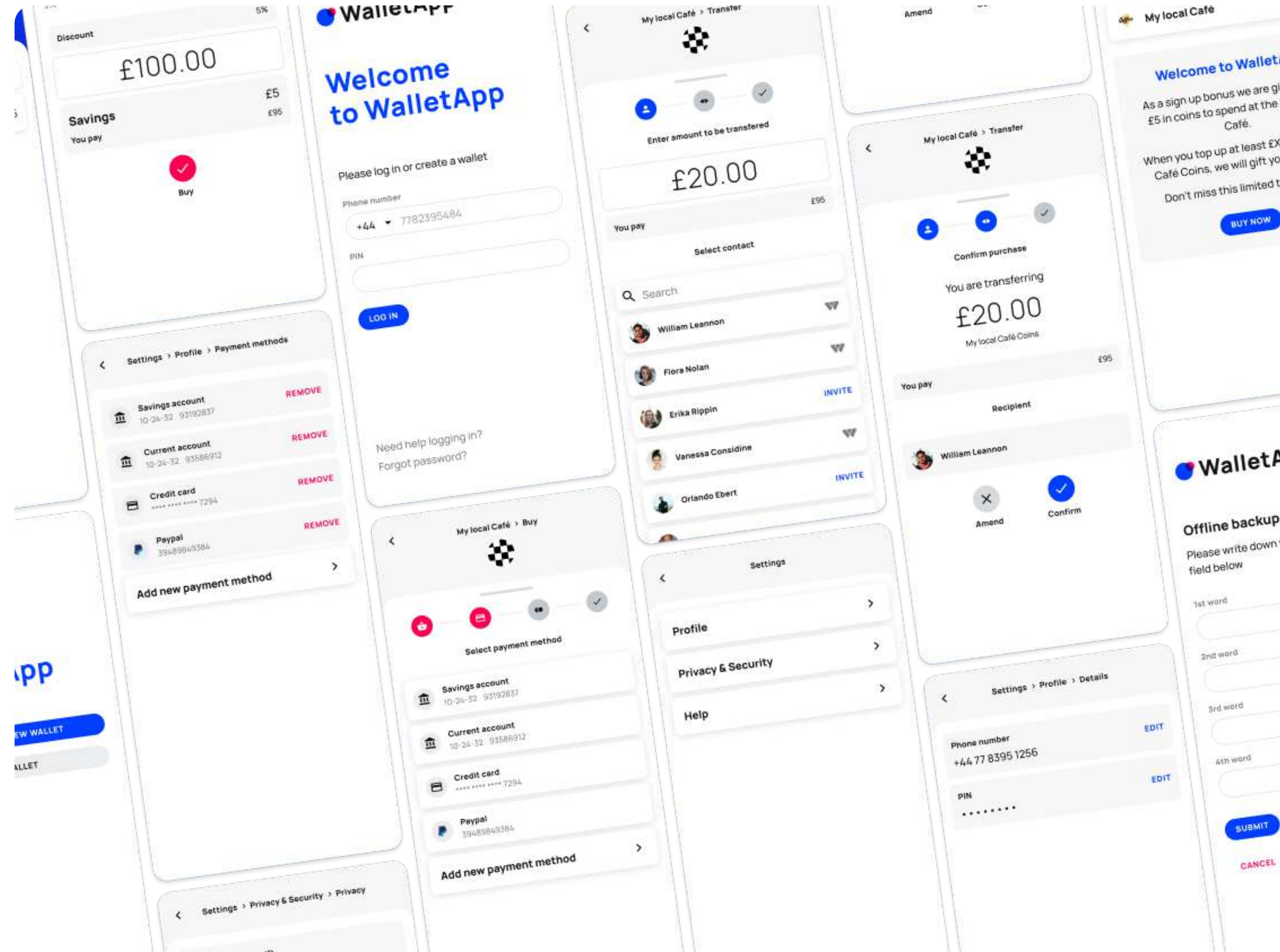
4

Brand identity /
Product design /Customer
Under NDA

Wallet app

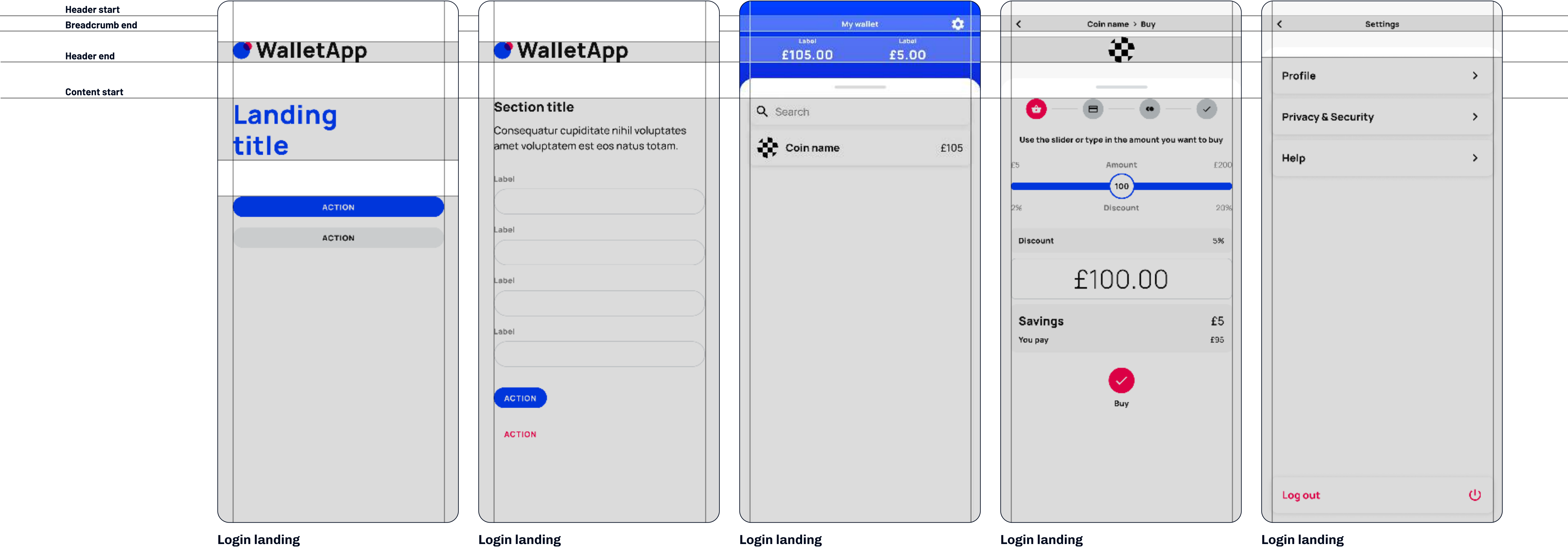
Mobile app wireframing and design

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.



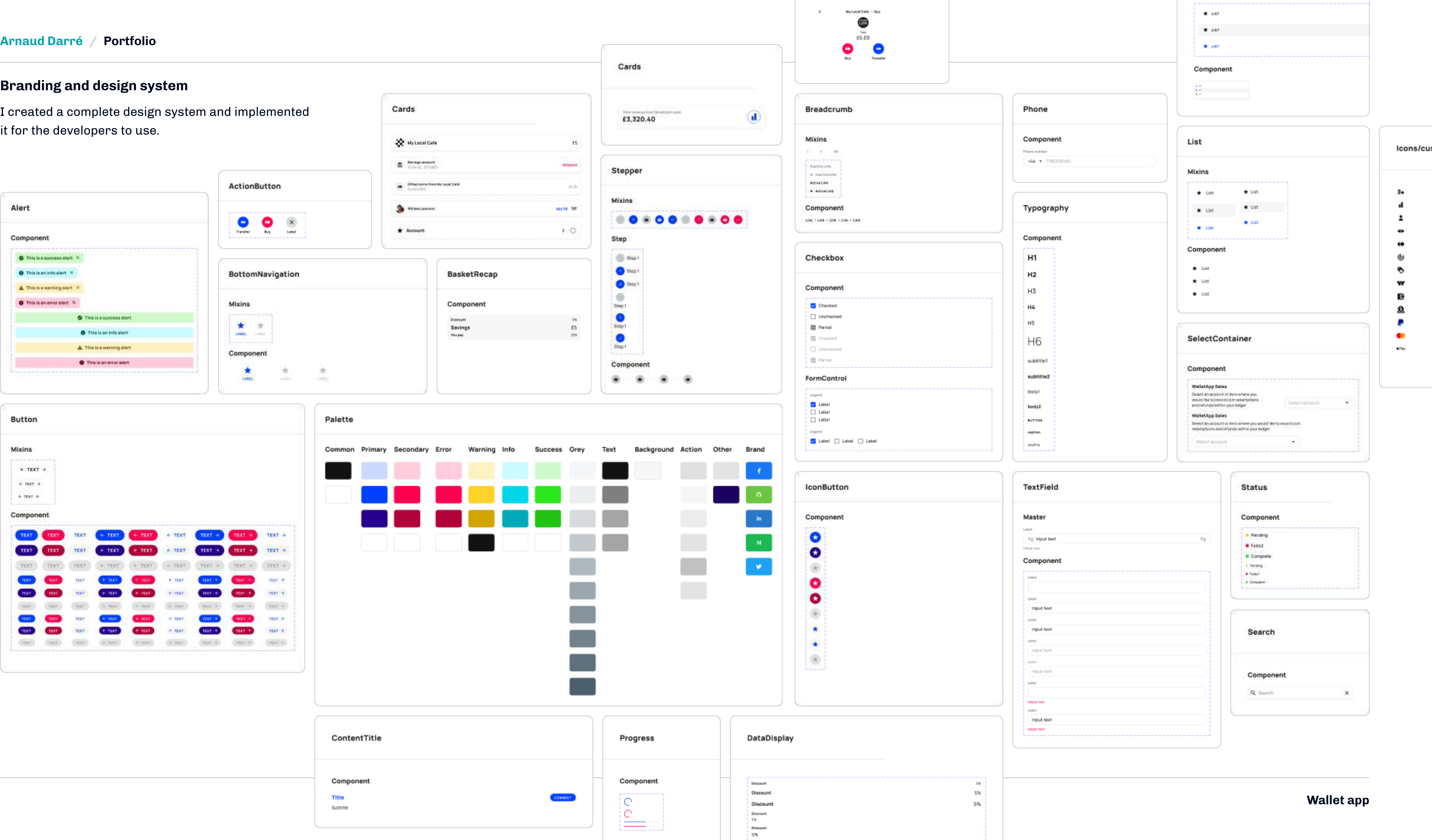
Layout wireframes

Before starting the fully fledged design, I determined the layout types and created common structures to create balance and harmony between each screen.



Branding and design system

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



5

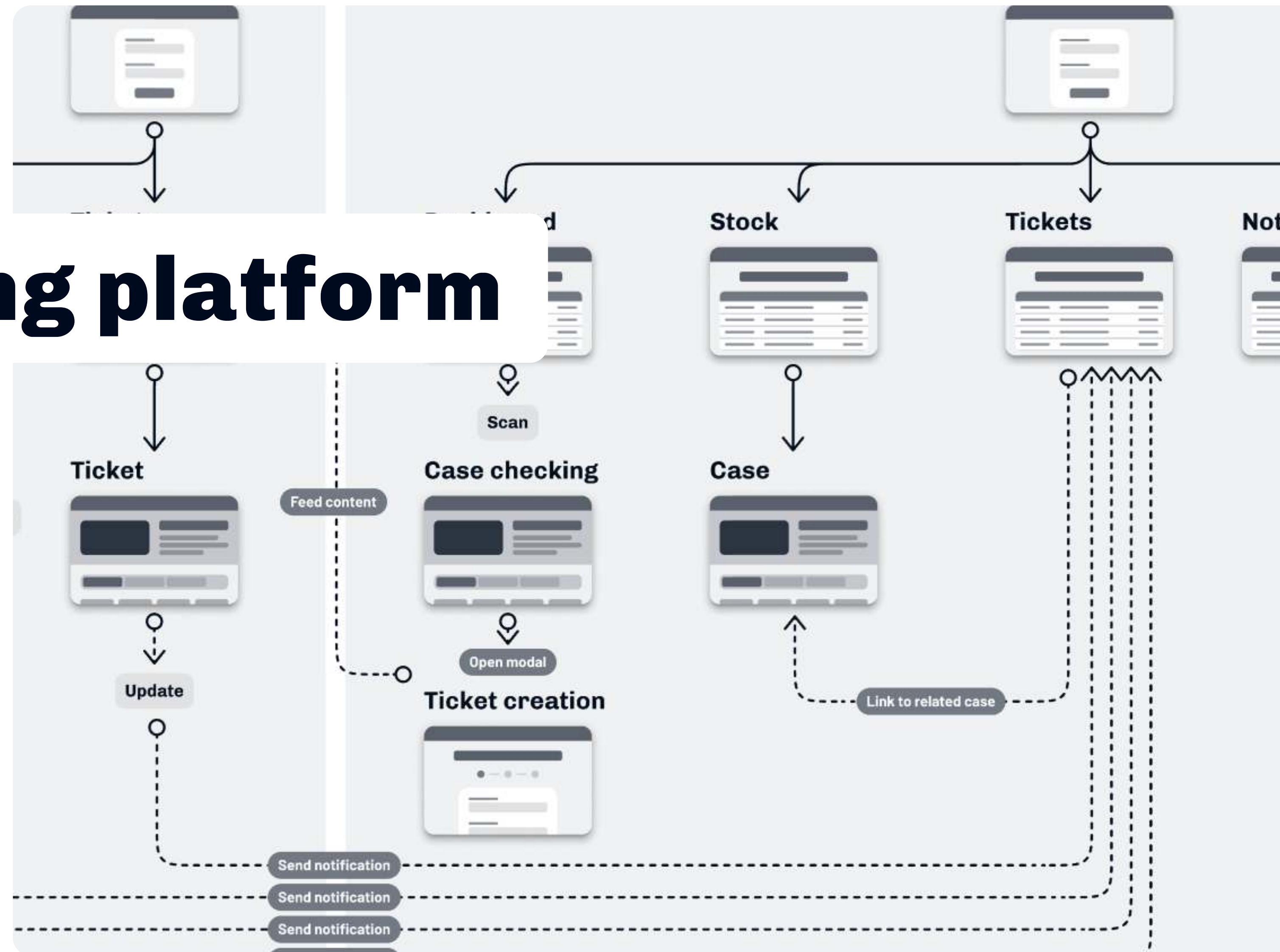
Product design /
Wireframing /

Customer
Under NDA

Stock & ticketing platform

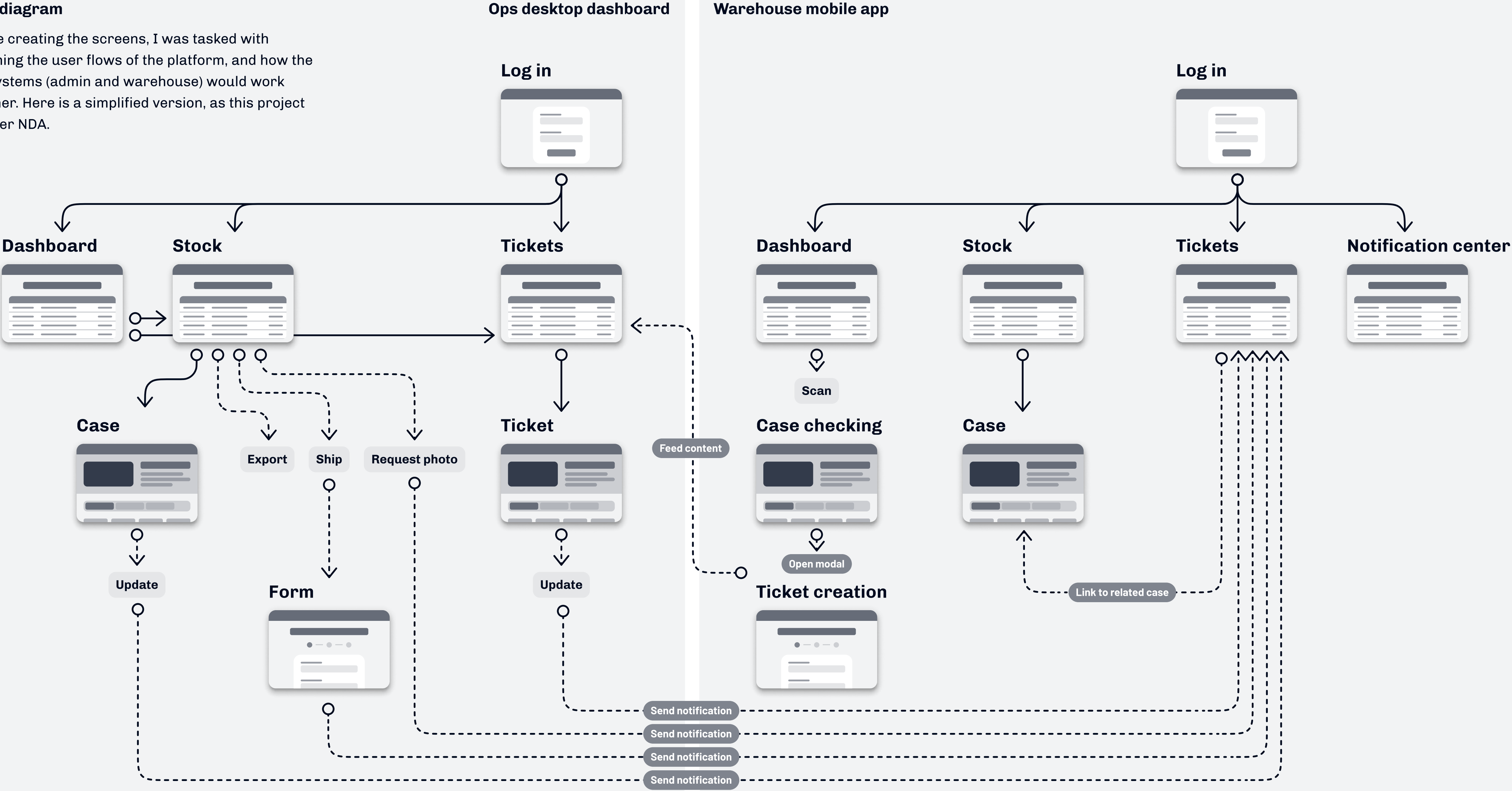
Back-office desktop and mobile app

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.



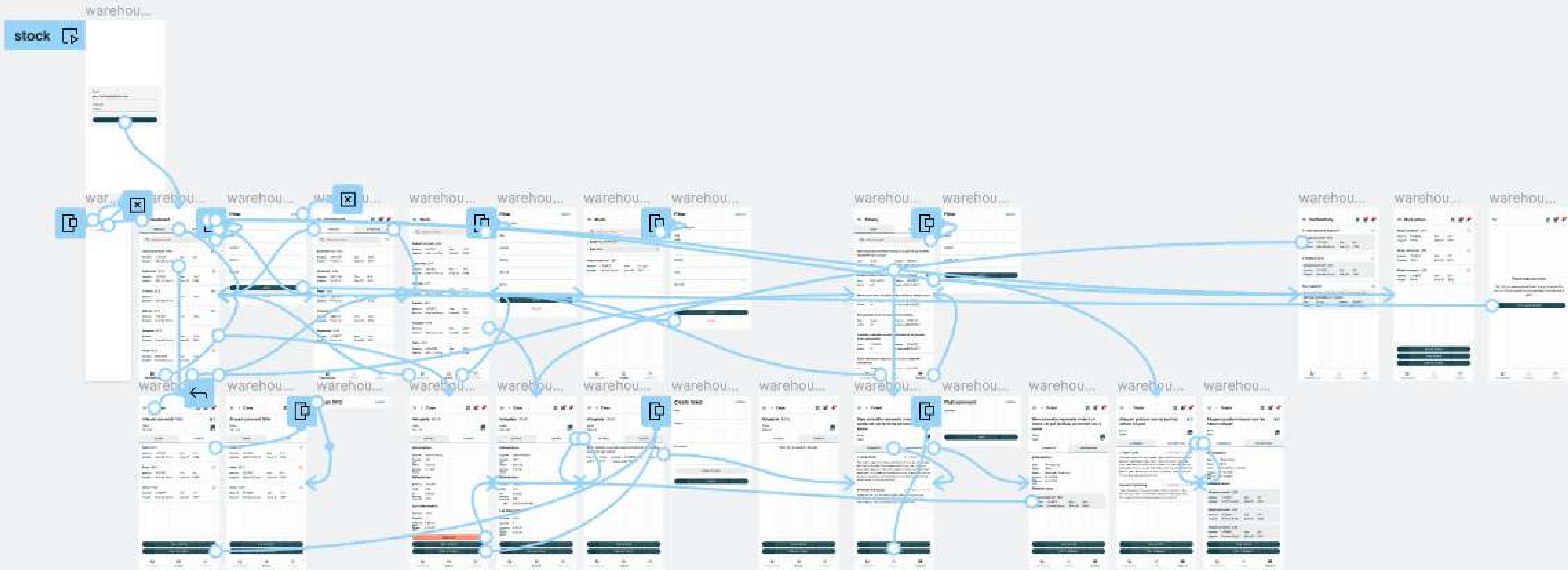
Flow diagram

Before creating the screens, I was tasked with designing the user flows of the platform, and how the two systems (admin and warehouse) would work together. Here is a simplified version, as this project is under NDA.



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.



6

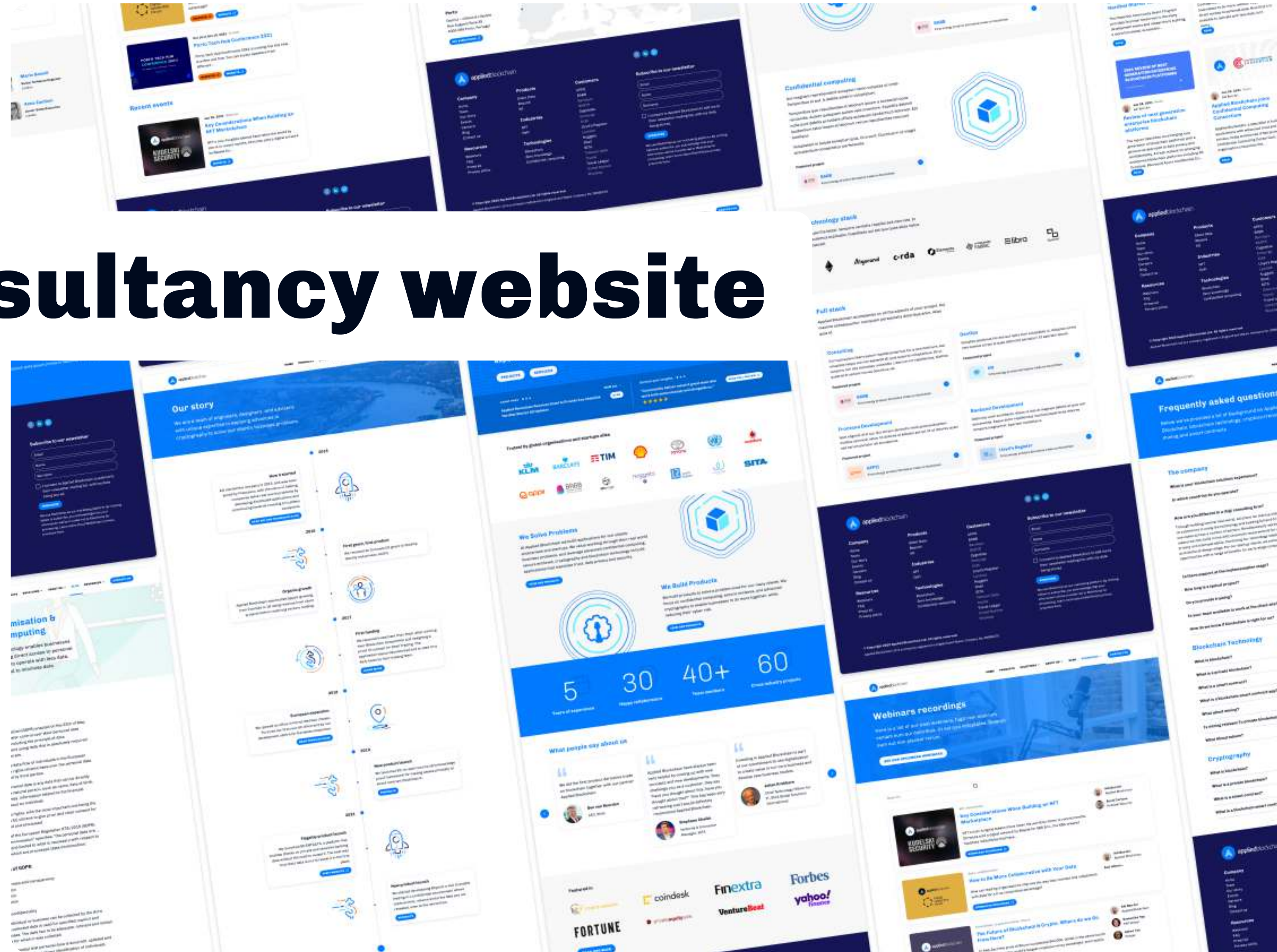
Brand identity /
Website design /
Web development /

Customer
Applied Blockchain

Blockchain consultancy website

Website redesign

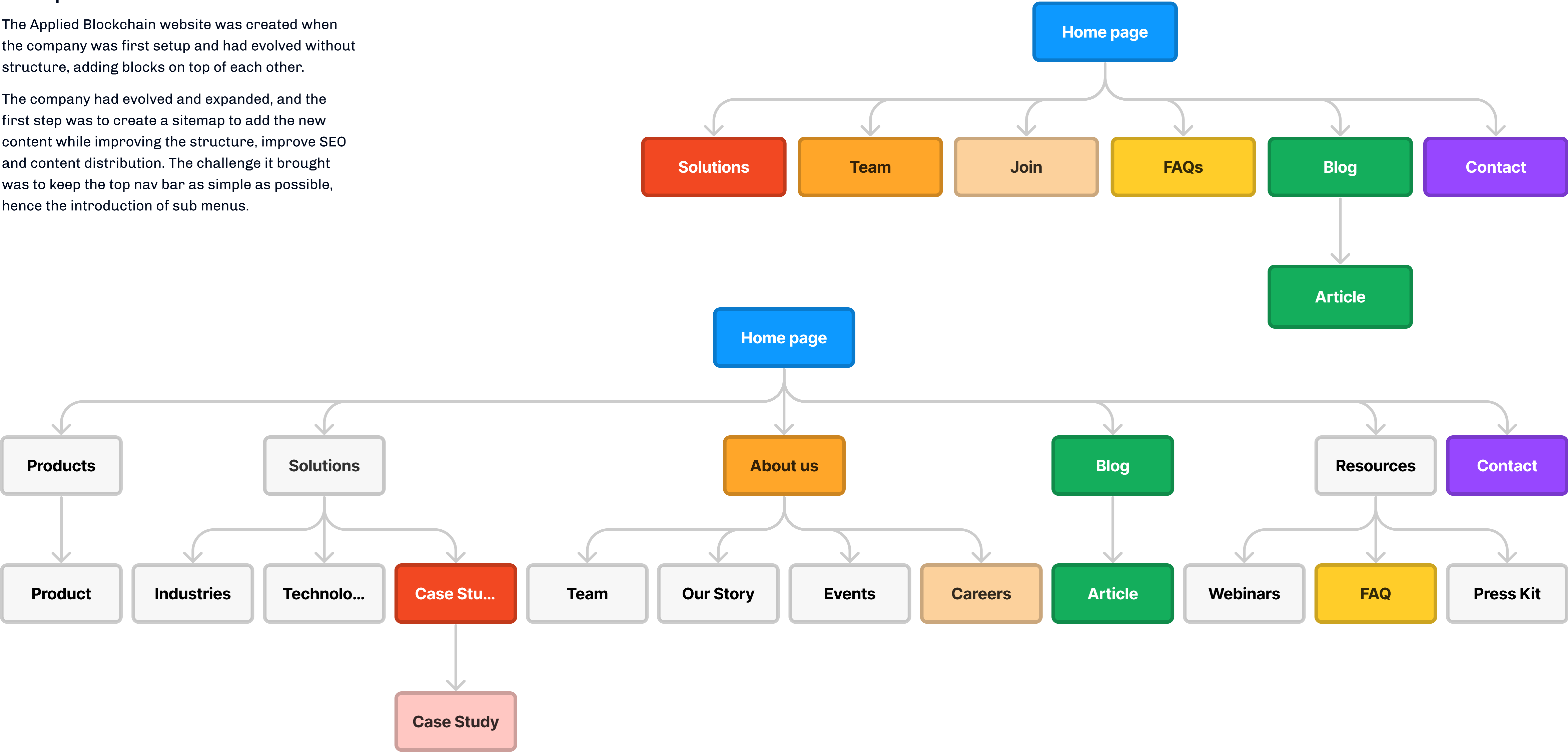
This project was part of the complete re-branding of Applied Blockchain, a blockchain consultancy and development startup. I was brought onboard to create from scratch what would become the company's new brand identity. And the biggest part of that project was the website rebranding.



Sitemap

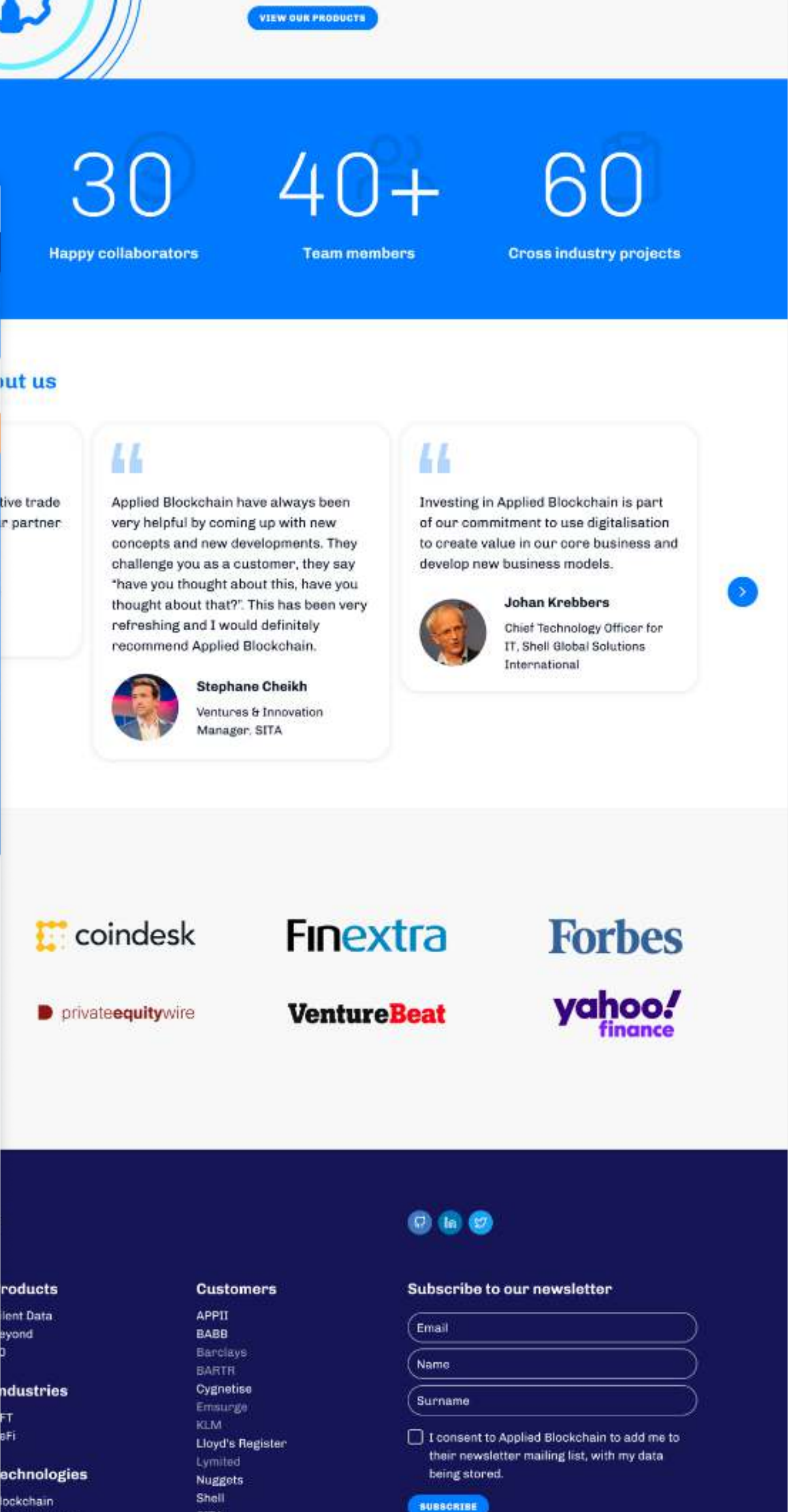
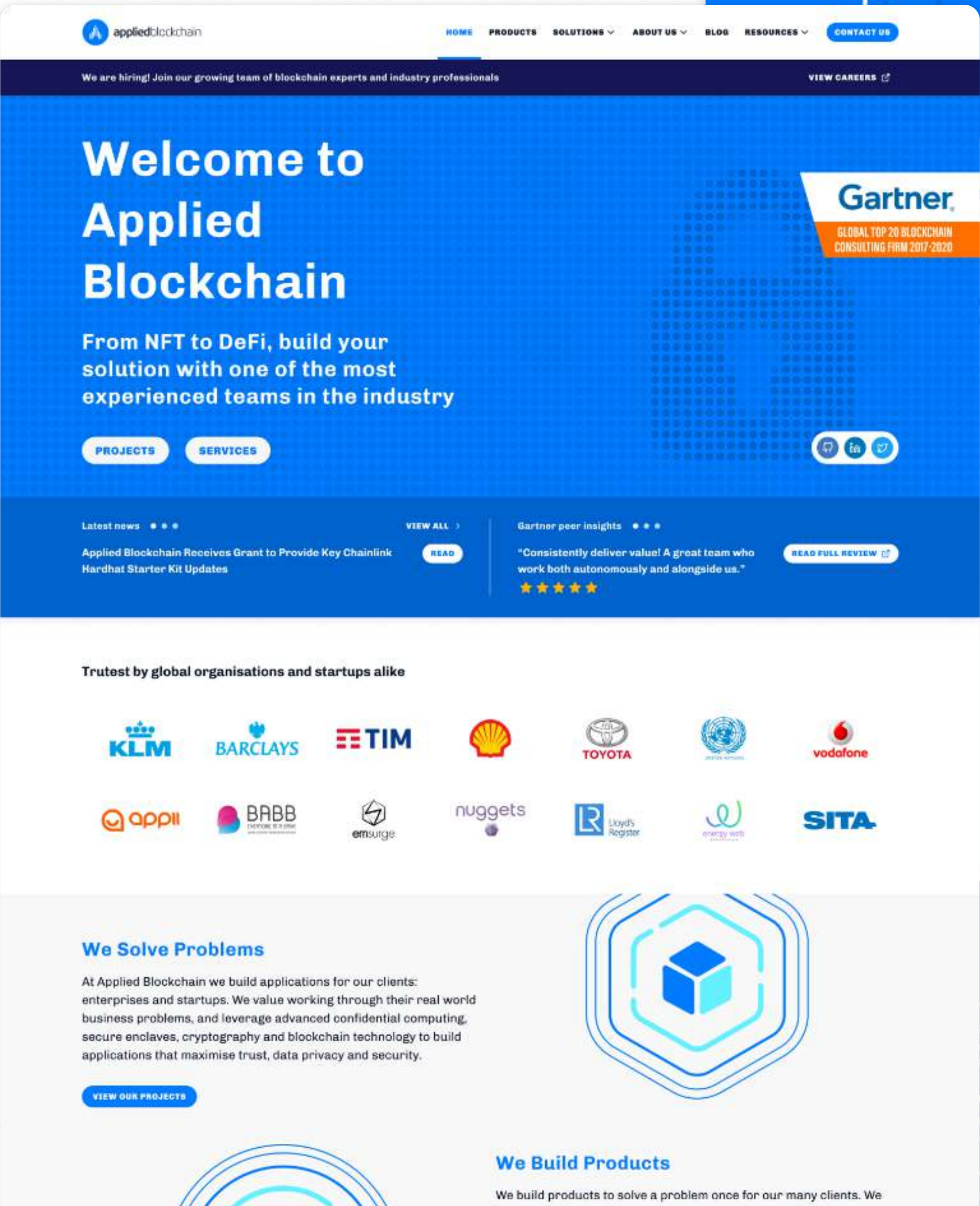
The Applied Blockchain website was created when the company was first setup and had evolved without structure, adding blocks on top of each other.

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.



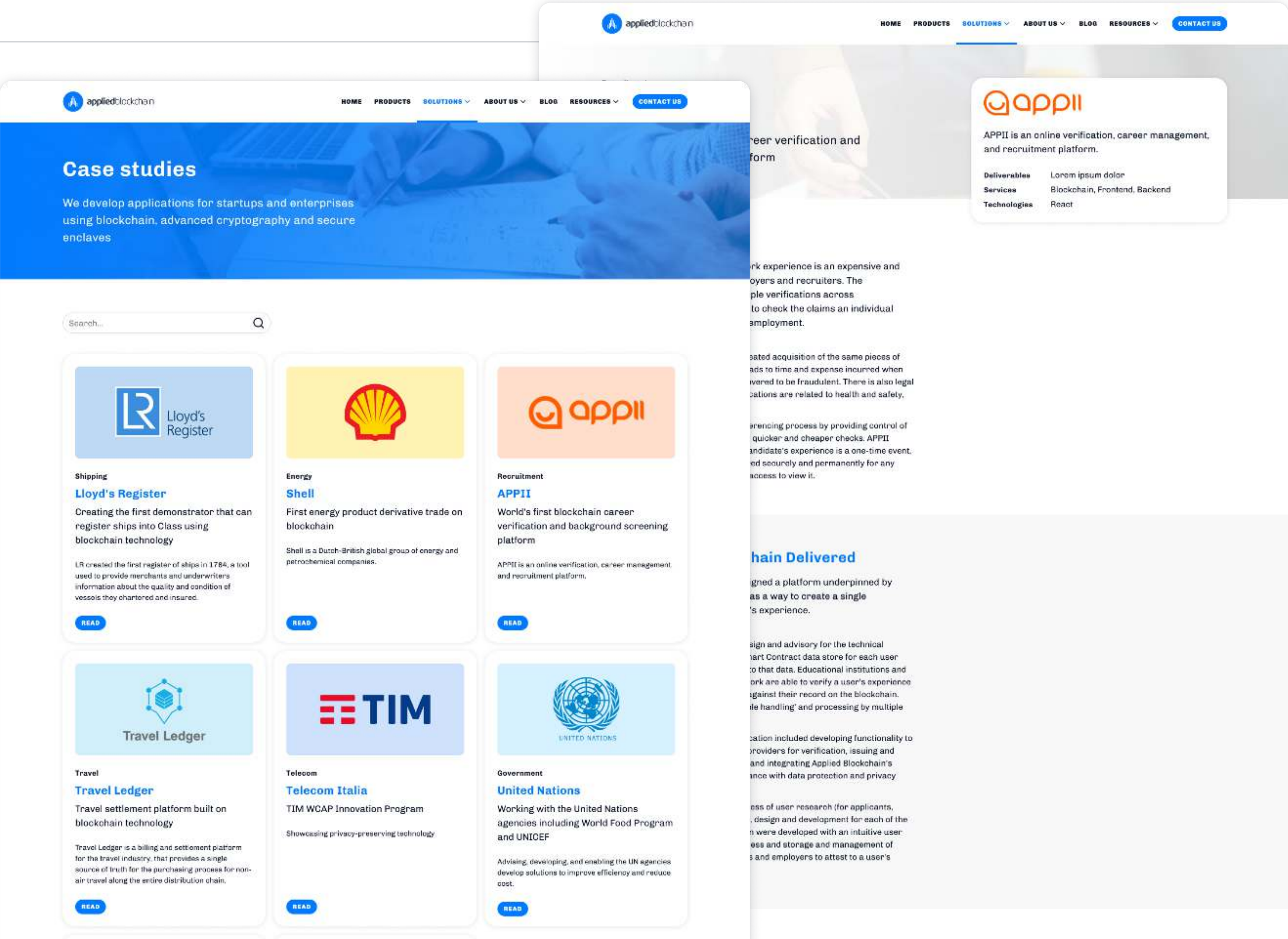
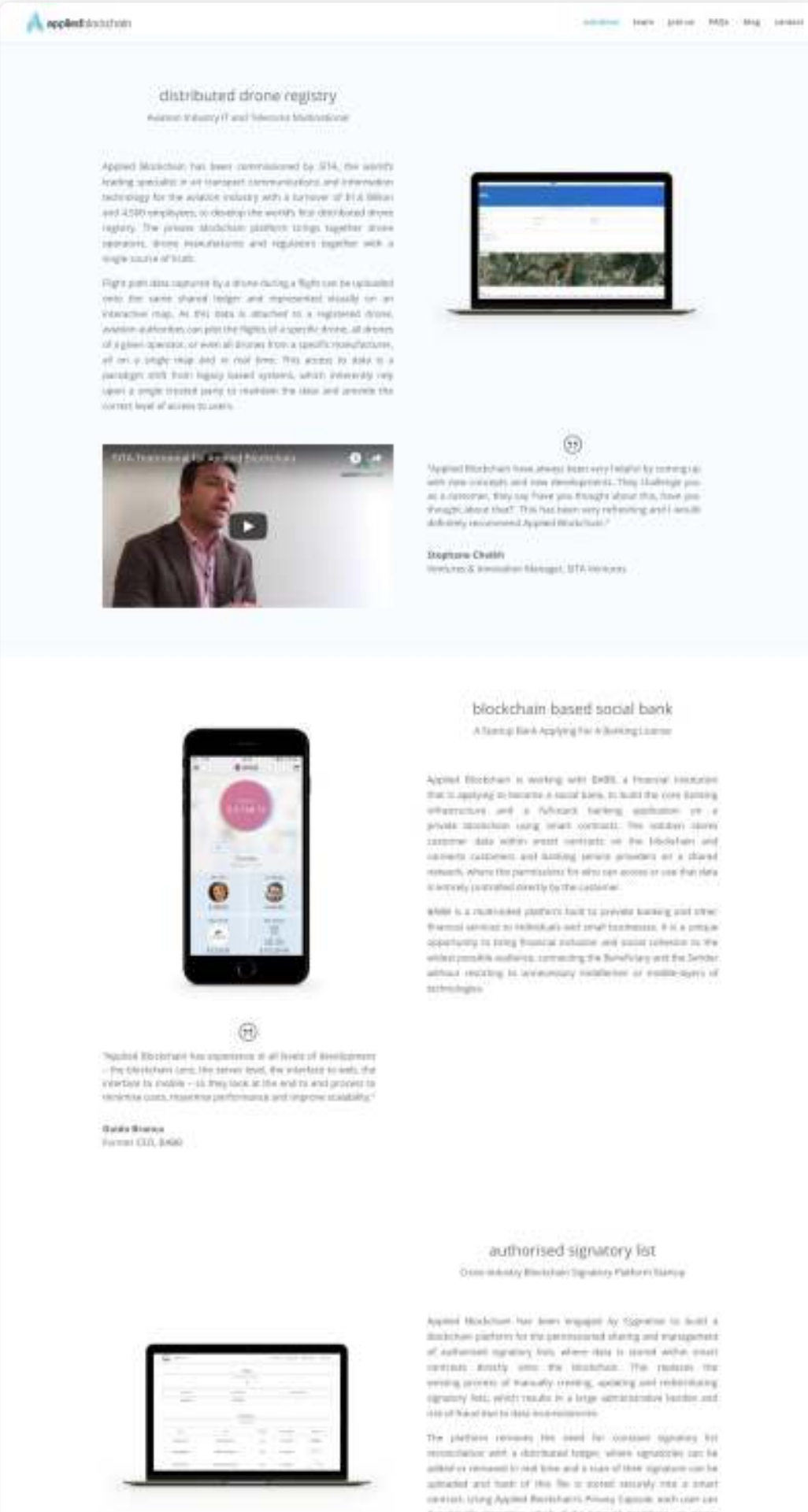
Homepage

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.



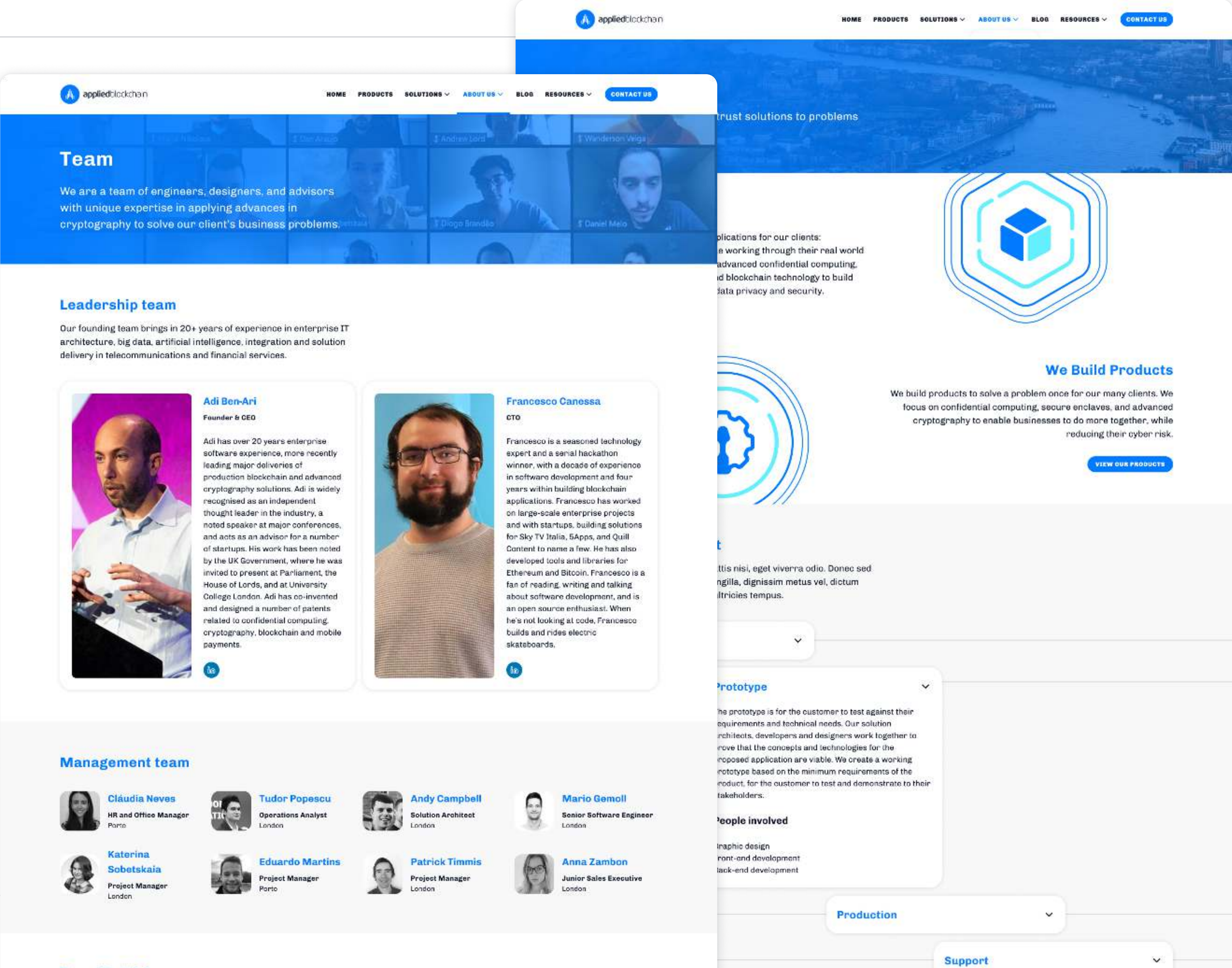
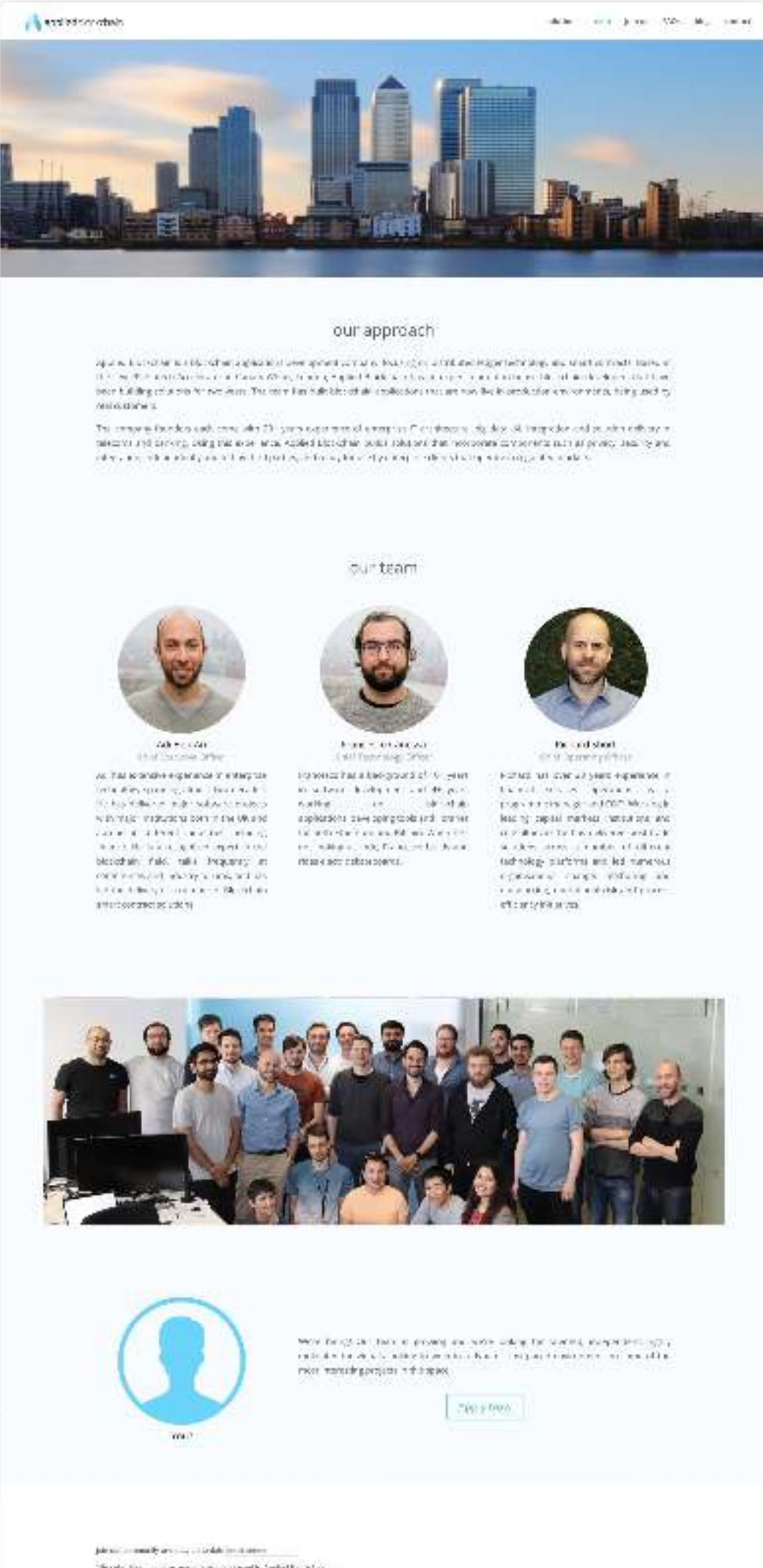
Projects/case studies

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.



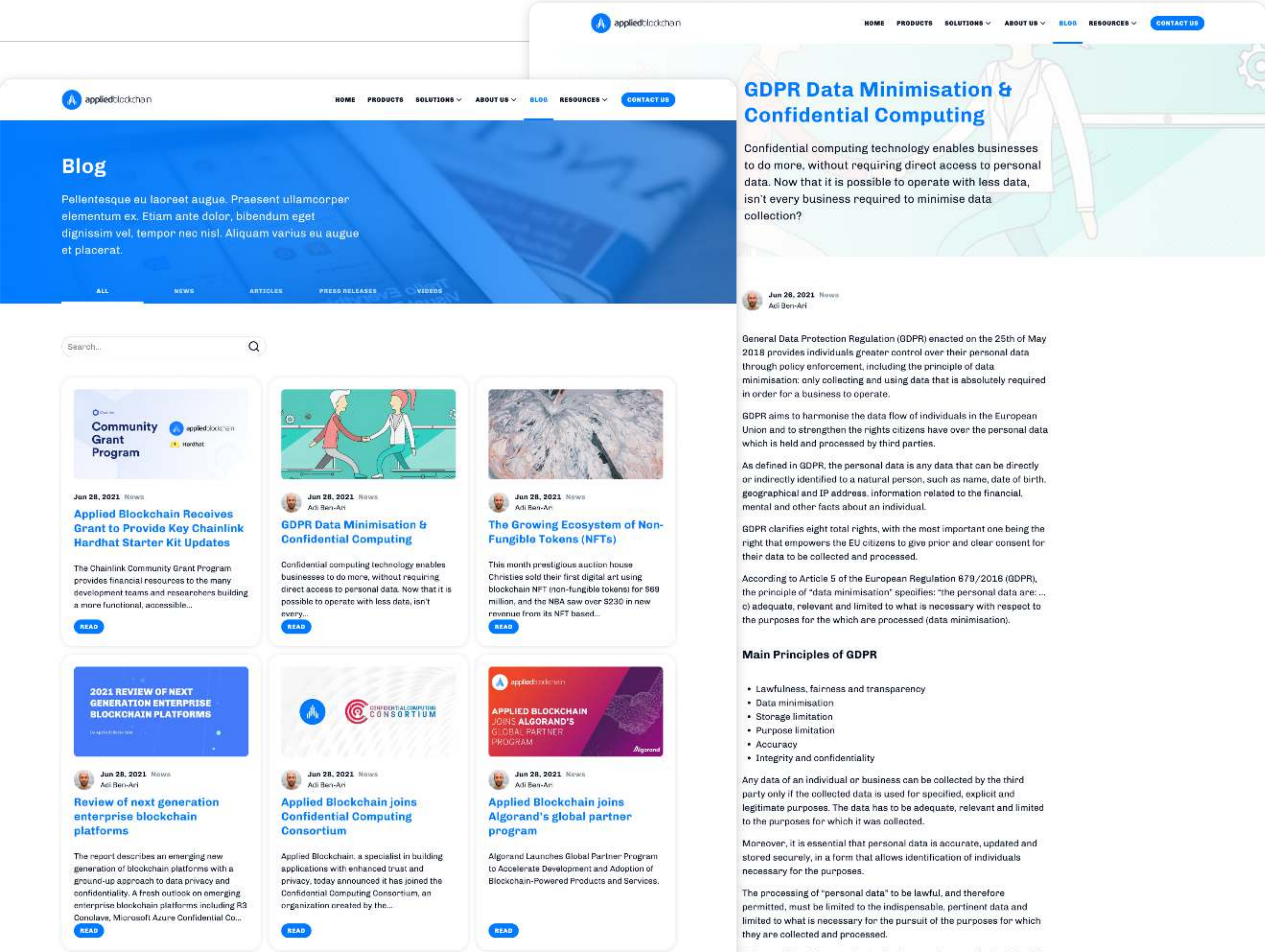
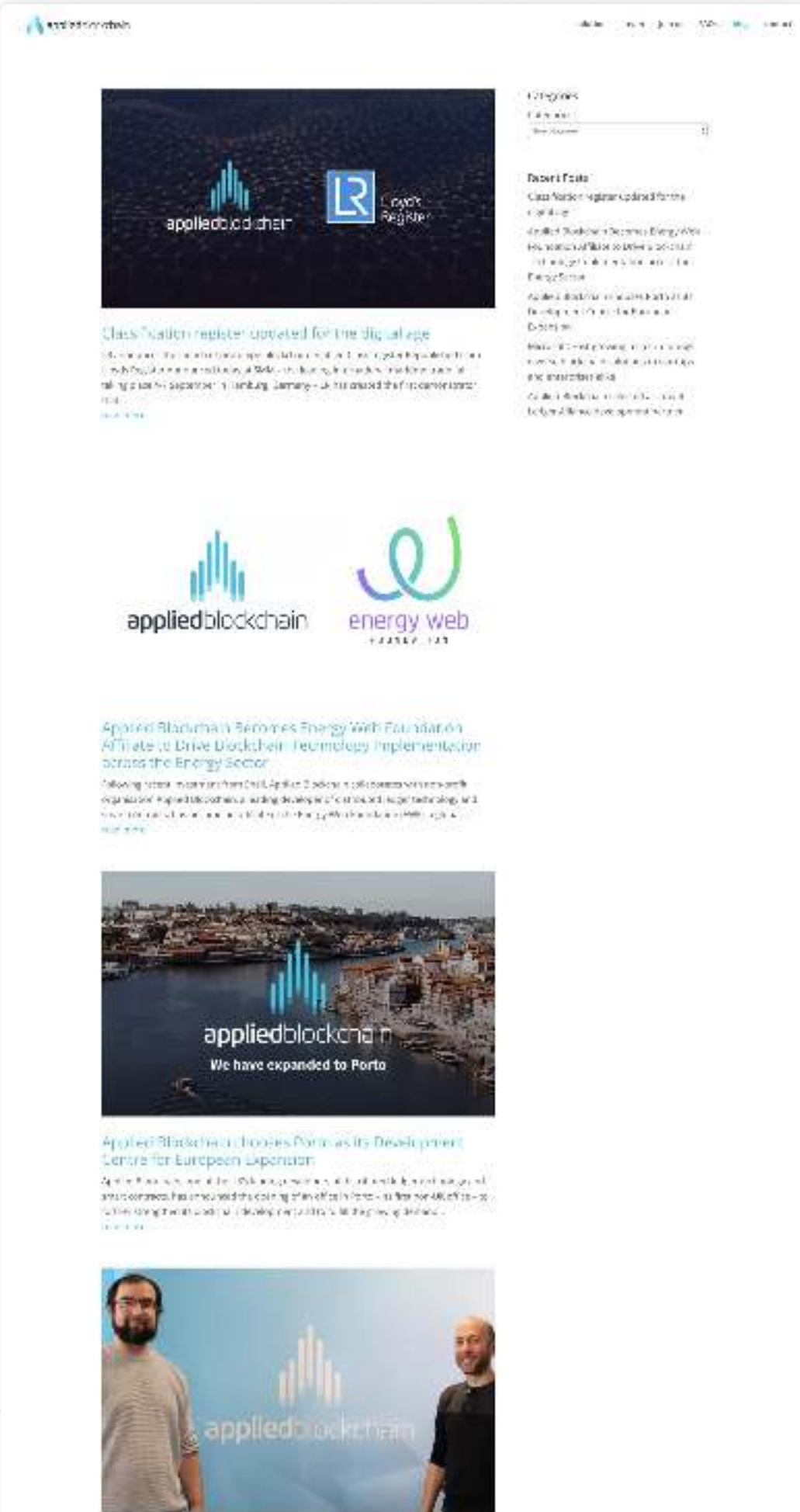
About

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.



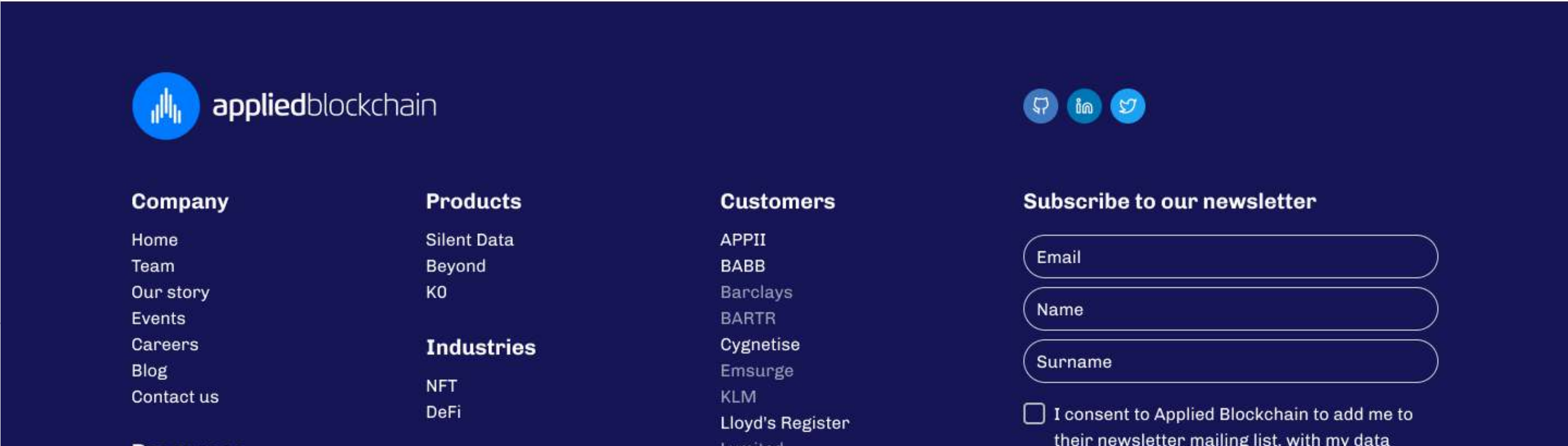
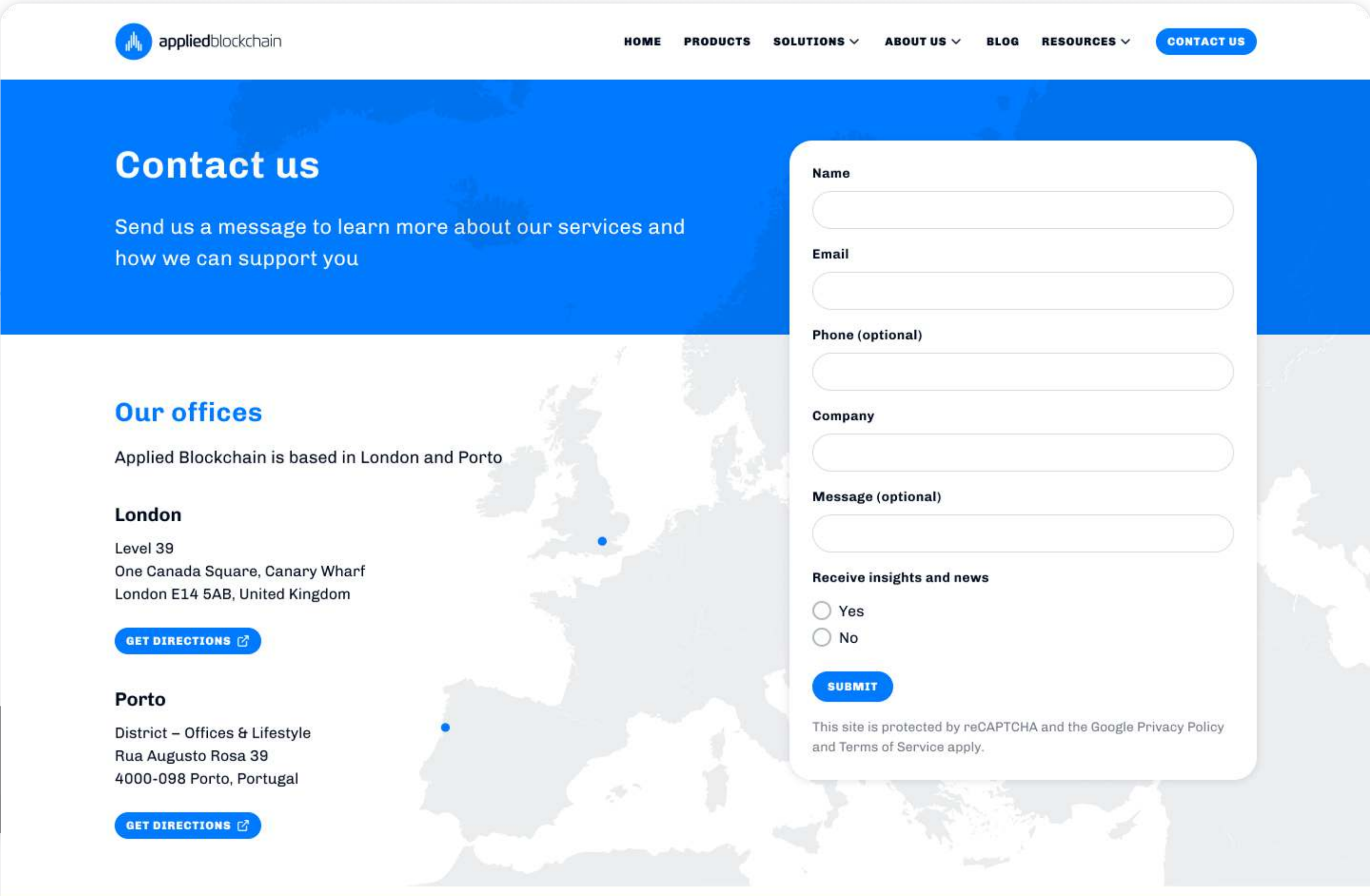
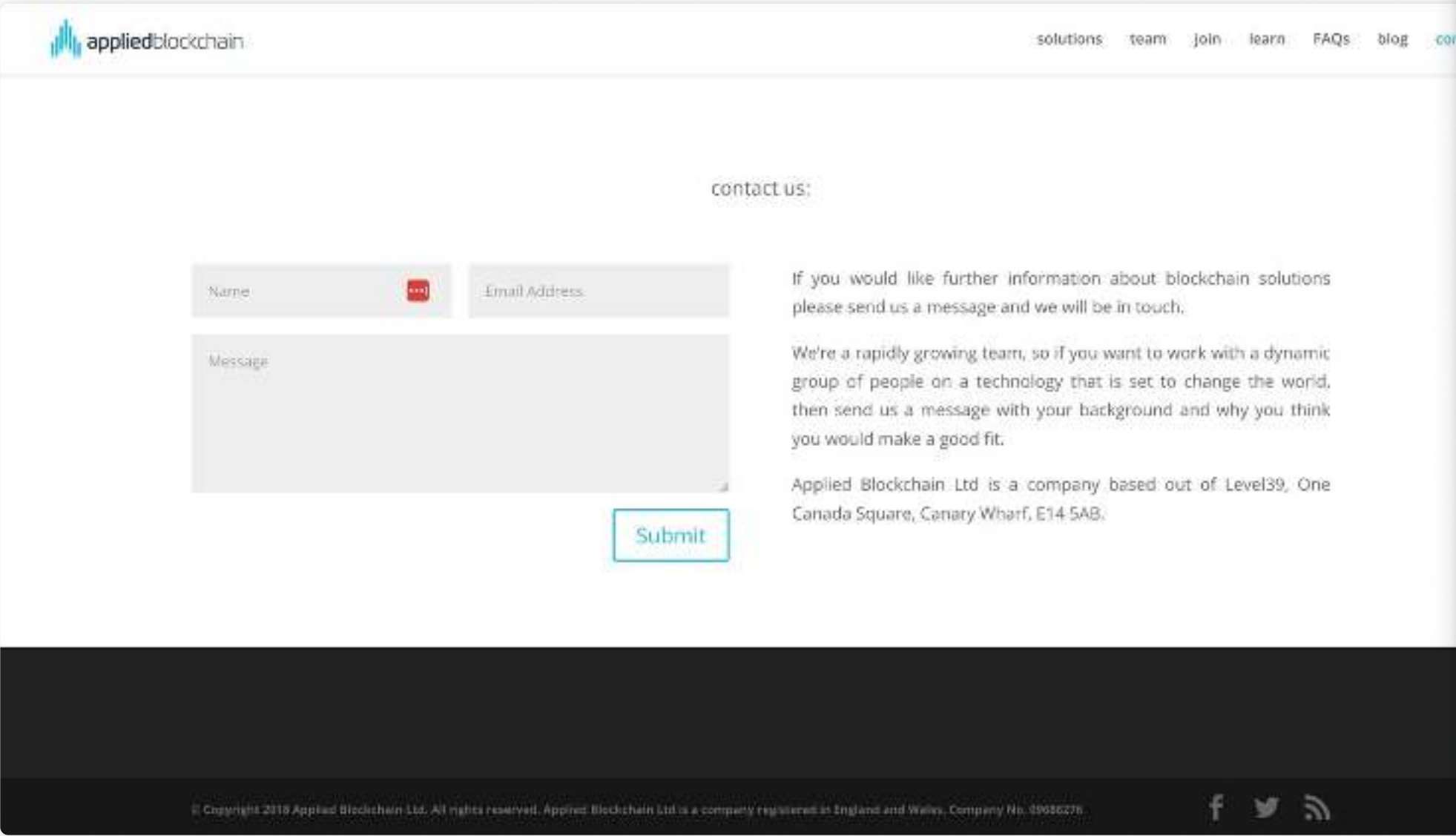
Blog

I introduced a standard grid system instead of a vertical layout to see more information on the page.



Contact

The company had expended internationally, it was important to show it. The contact page was the perfect place to do so, and it allowed me to transform a bland form page into a graphically appealing one.



7

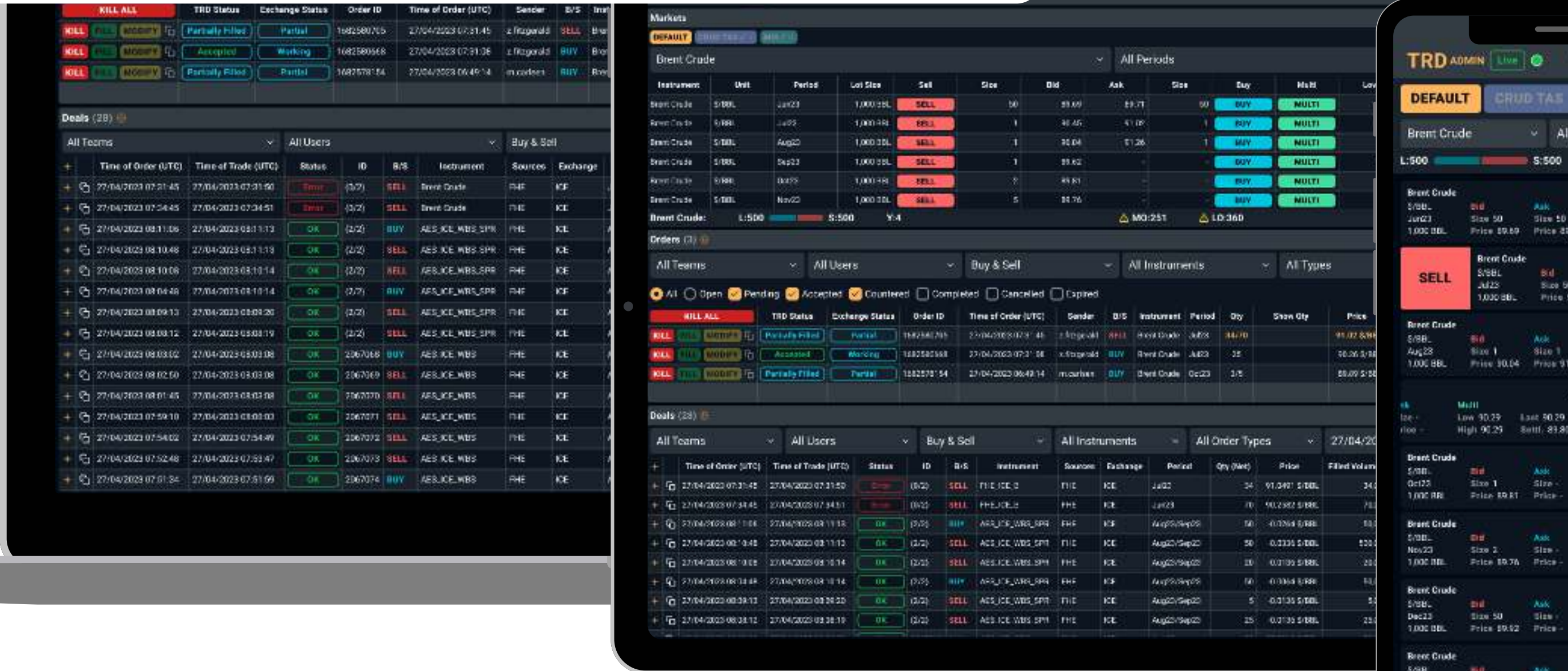
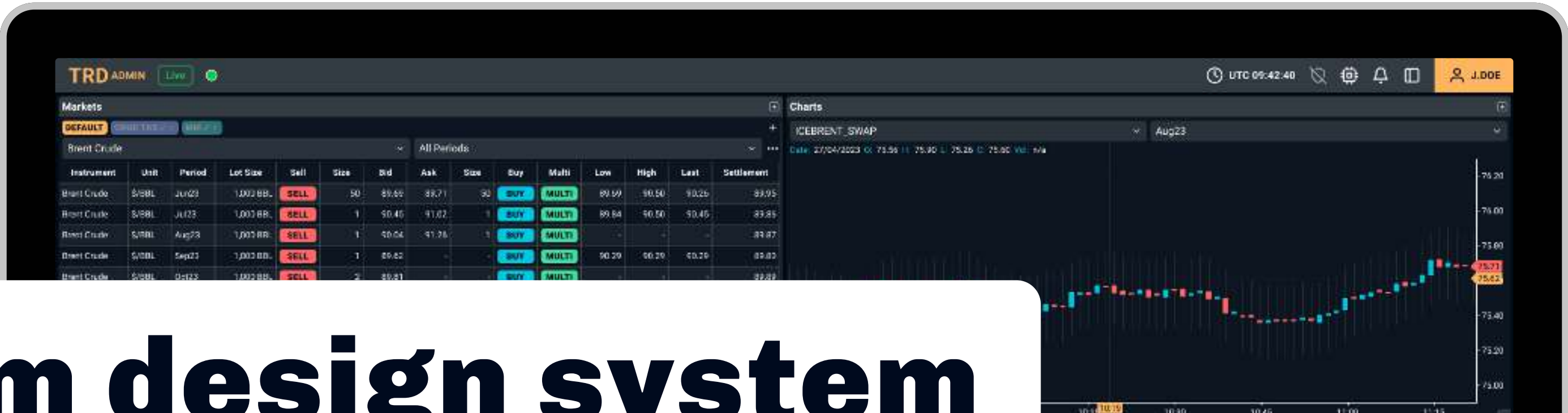
Brand identity /
Website design /

Customer
Under NDA

Trading platform design system

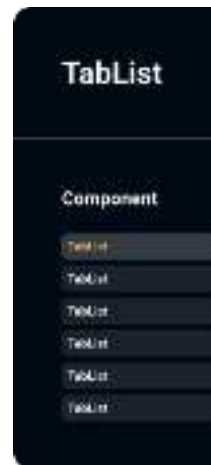
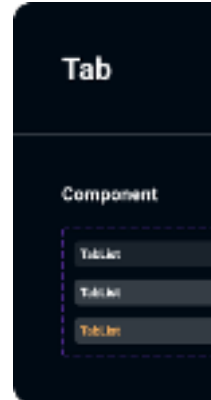
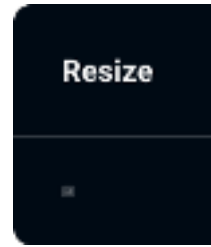
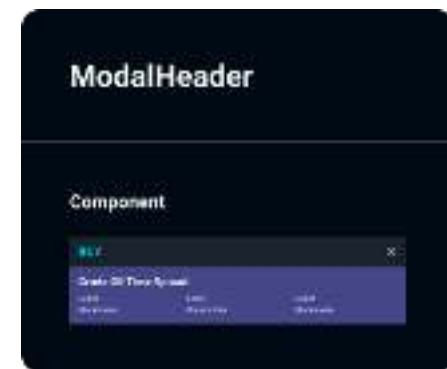
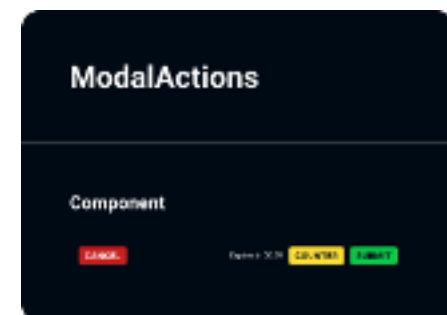
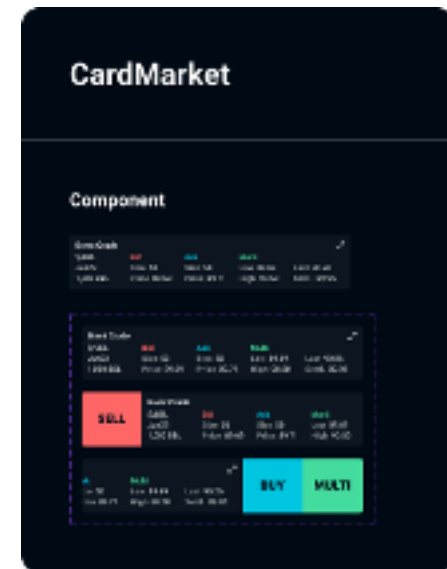
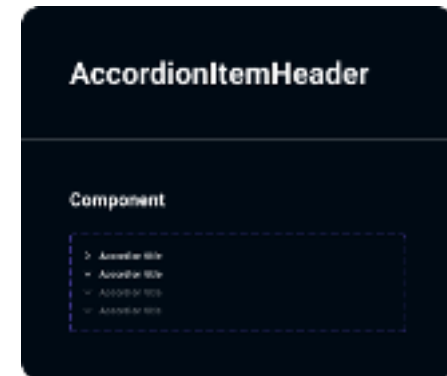
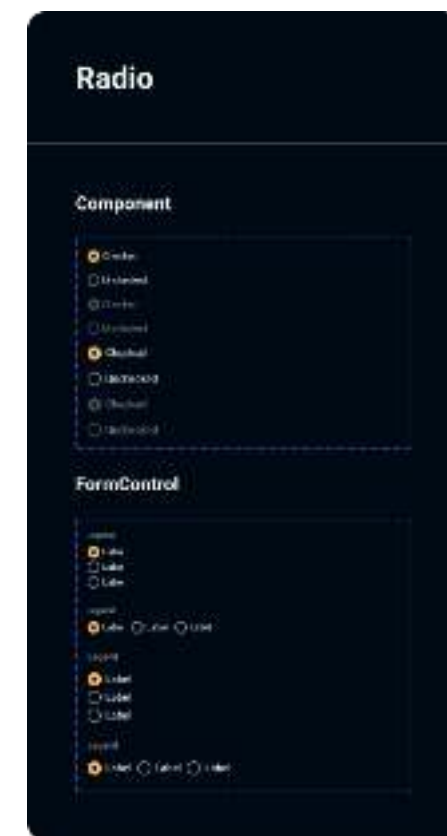
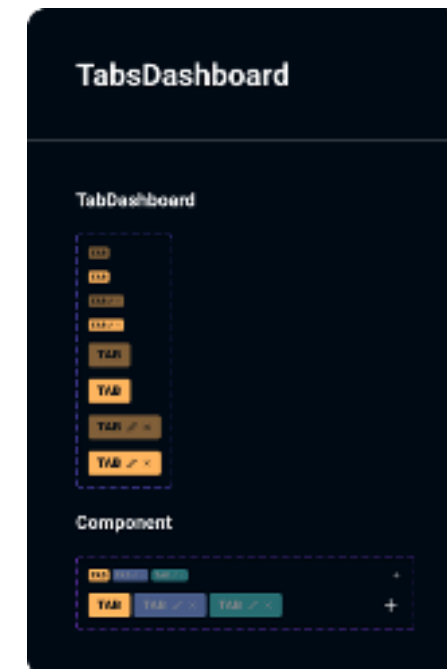
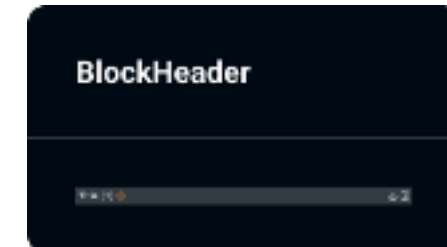
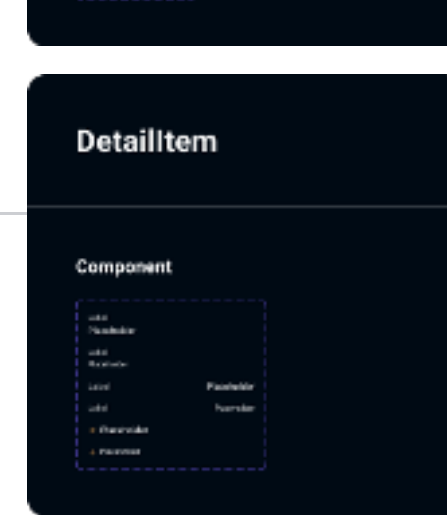
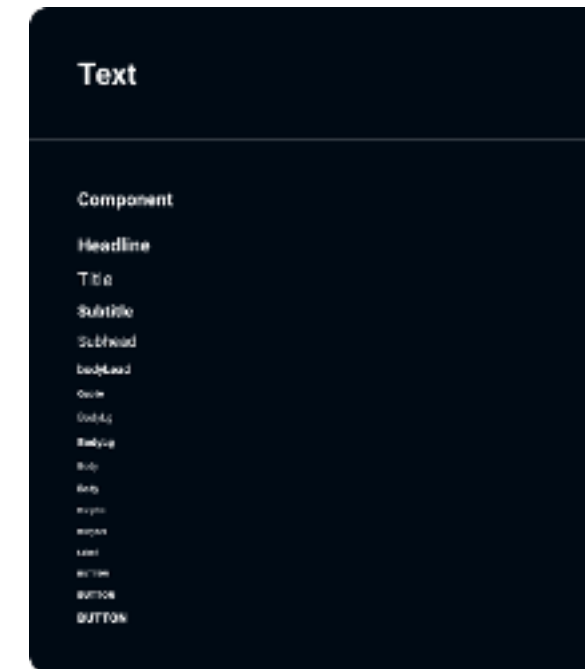
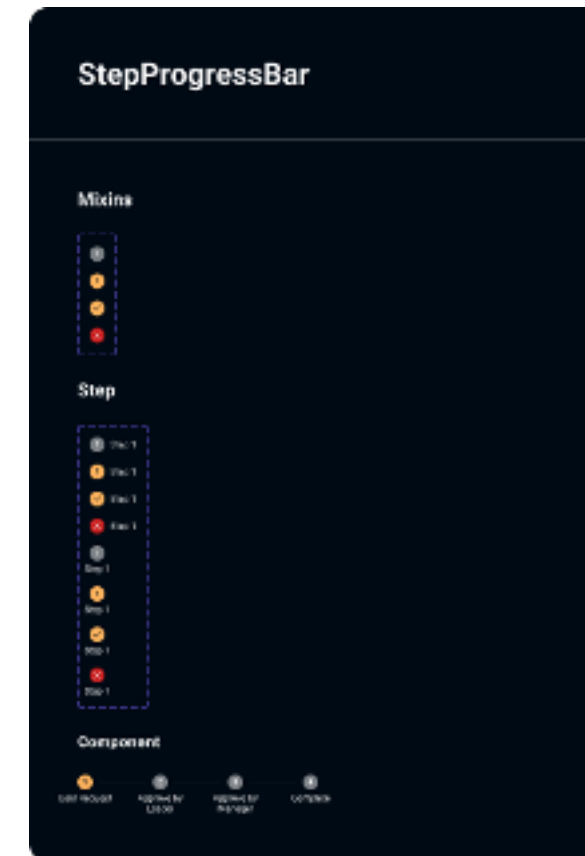
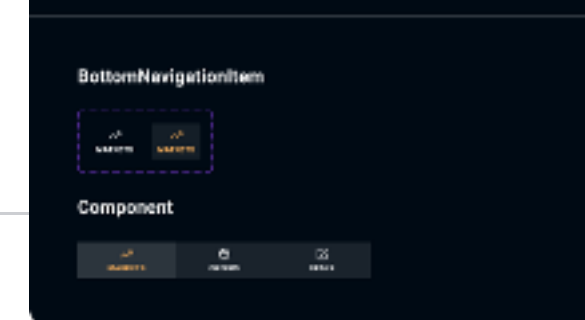
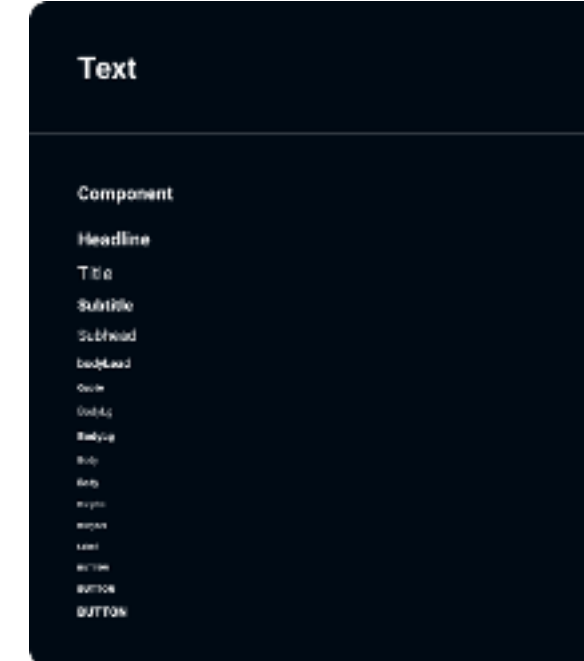
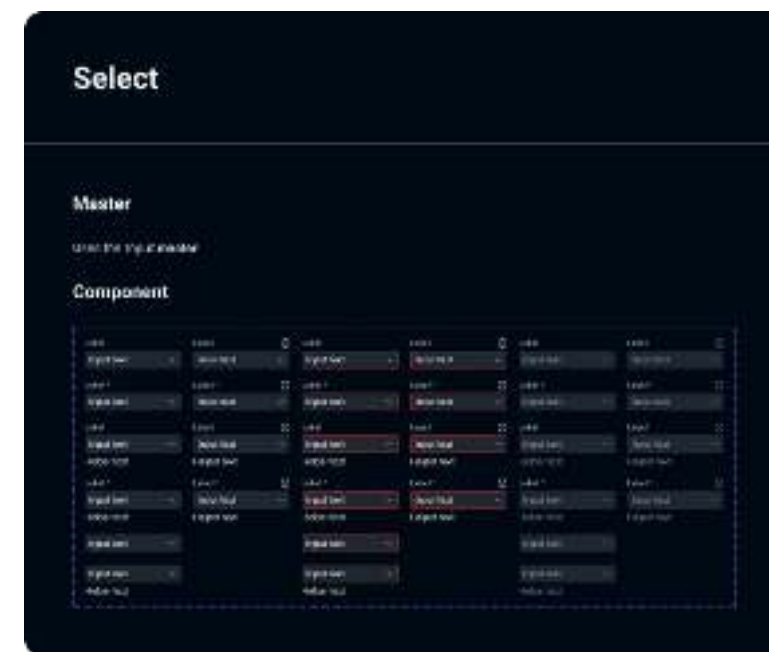
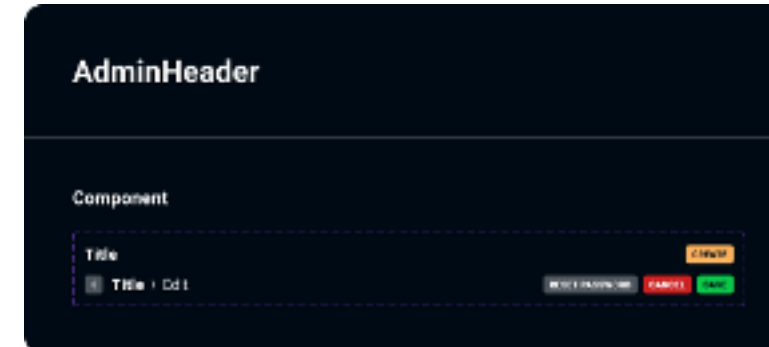
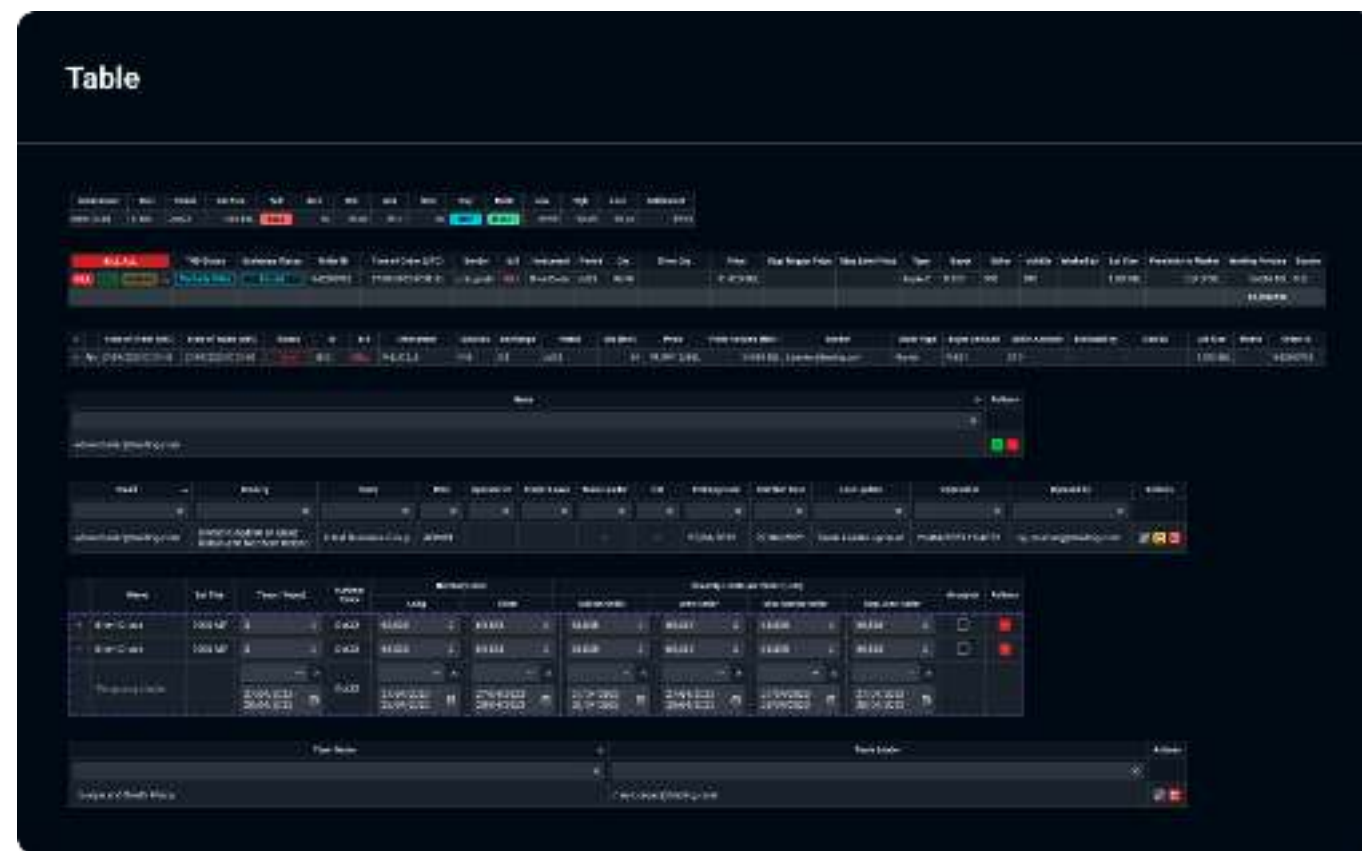
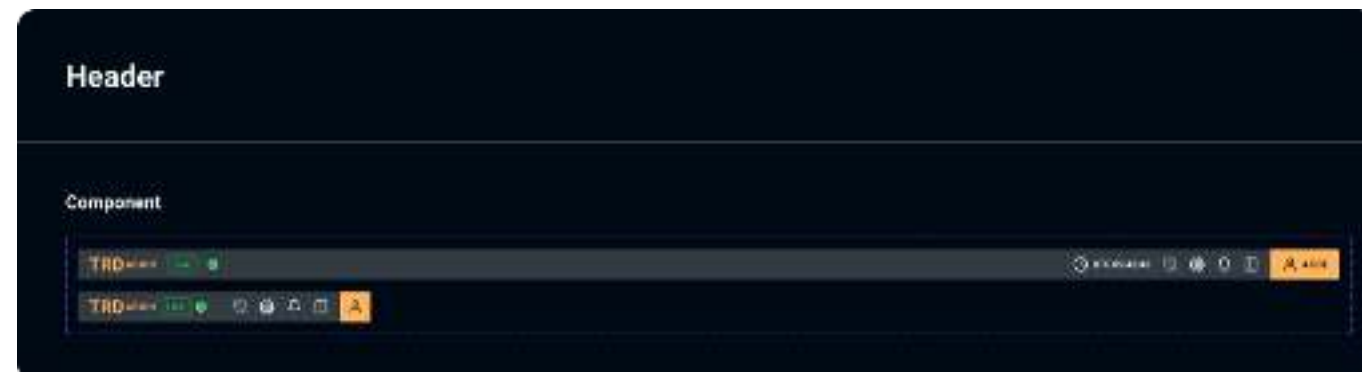
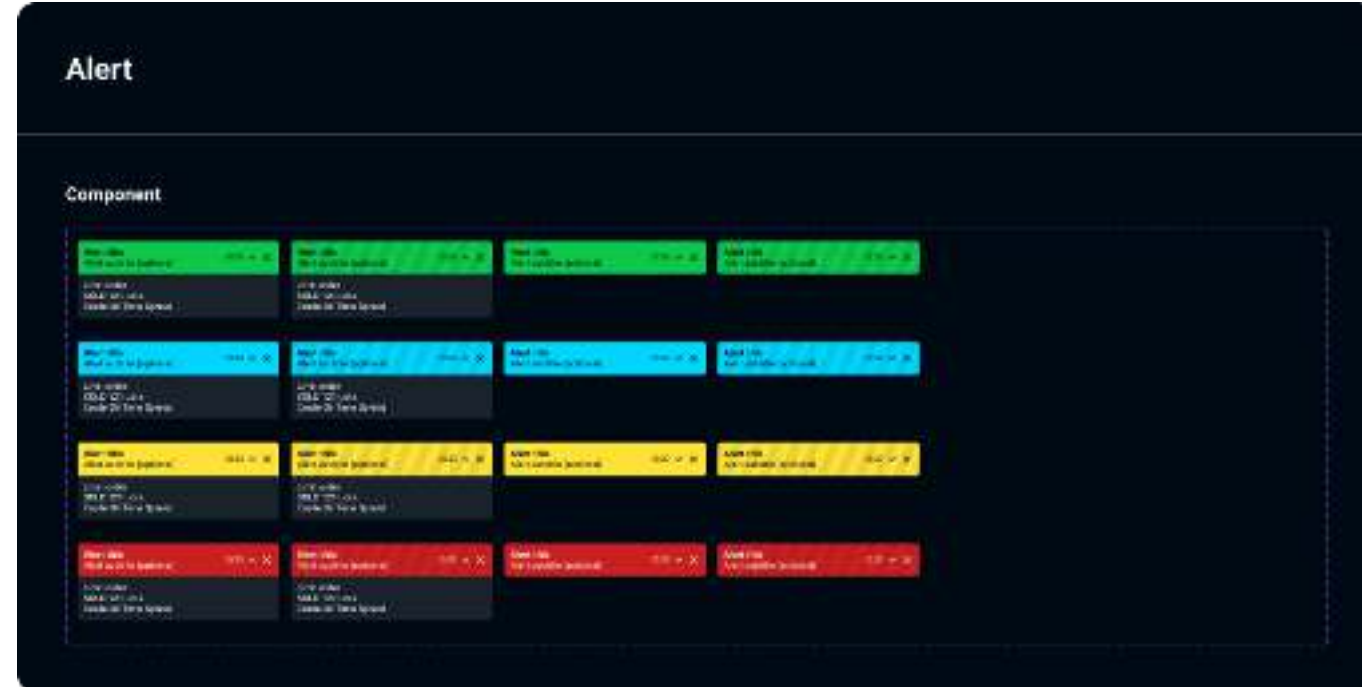
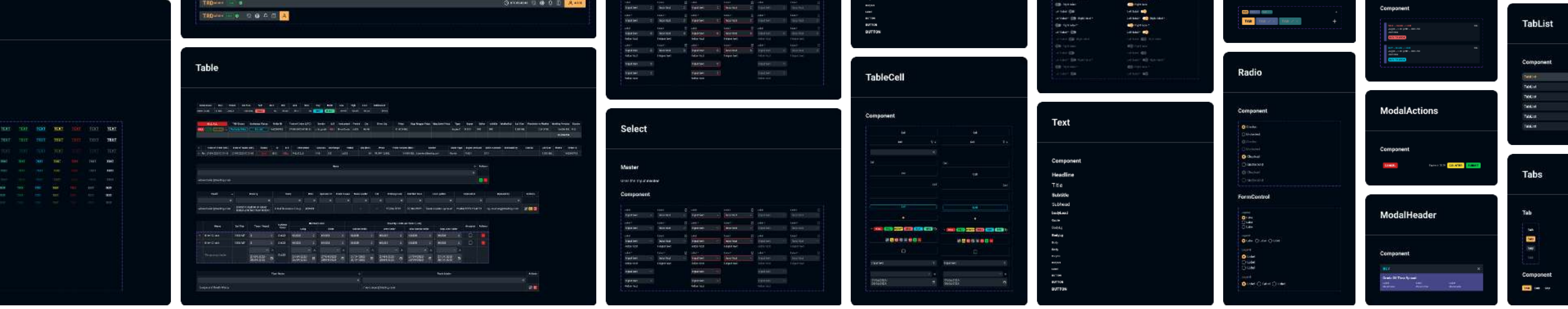
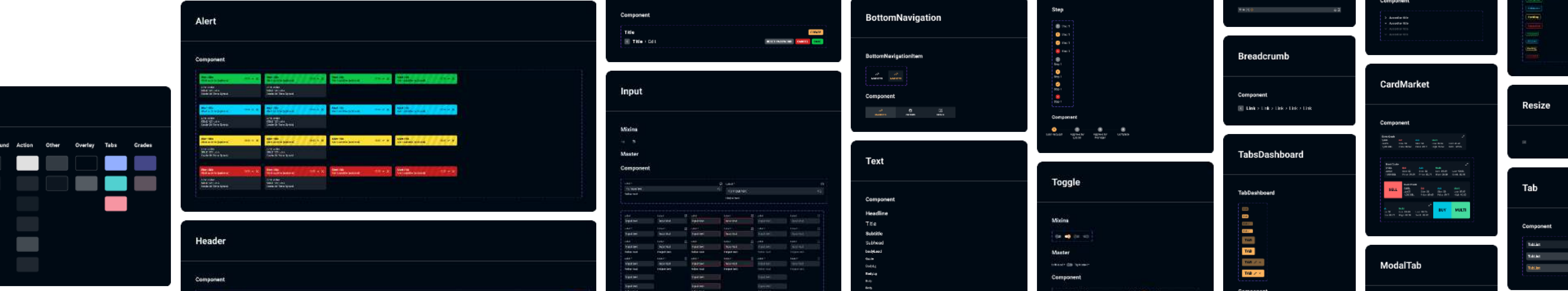
UX and UI consultation

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.



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.



I hope you enjoyed my work
Contact me if you want to start a project together

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