

Alexandre Naud
Freelance Product Designer

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I'm Alexandre, a freelance product designer specializing in iOS apps, based in France, with 15 years of experience. I enjoy designing simple, intuitive, and beautiful mobile and web apps.

Beyond design, I'm also an independent SwiftUI developer with 5 apps on the App Store and over 50,000 downloads. Right now, I'm working on my 6th app.

Experience

Freelance Product Designer

October 2011 – Present (15 years)

• Collaborated with a wide range of clients: Crédit Agricole, Metalab, Coyote, Back Market, United Heroes, Mastercard, Luni, Appagon, and more.

Remote Product Designer at Luni

February 2018 – February 2021 (3 years)

• Collaborated with co-founders (Adrien and David), product managers, and developers.
• Designed and redesigned around 10 apps (Scanner, Translator, Calendar, Weather, Hypnosis, Photo Editor, Video Editor, etc).
• Designed custom icon sets, app icons, and App Store screenshots.

Independent SwiftUI Developer

April 2022 – Present (4 years)

• Built and published my own apps on the App Store.
• Hands-on experience with App Store Connect, App Store Optimization (ASO), Apple Search Ads (ASA), and the full app lifecycle.
• Featured twice by Apple (App of the Week).

Skills

Product Design, iOS Design, Mobile Design, Web Design, UI/UX Design, Icon Design, App Icon Design, Design System, 0→1 Project, Figma, Sketch, Photoshop, Jitter, Xcode.

Degrees

French Baccalauréat

High School Diploma with Honors

Languages

French
Native

English
Professional Working Proficiency

ES, PT, IT, DE
Basic Knowledge