Gabriel Kabinga

UX/UI DESIGNER
FINTECH · WEB3 · MARKETING

CONTACT

@ gabrielkabinga377@gmail.com
✆ +33 7 63 94 67 37
in linkedin.com/in/gabriel-kabinga
↗ gabrielkabinga.com
⌖ Paris, France

DESIGN & TOOLS

UX/UI

Figma · User testing · Onboarding · UX audit

Visual

Photoshop · Illustrator · InDesign · After Effects · SketchUp

Marketing

Conversion · Funnels · Google Analytics · SEO · LinkedIn content

AI & build

Claude Code · VS Code · Midjourney · Kling · Veo 3 · Notion

LANGUAGES

French — *Native*
English — *Professional*

INTERESTS

Web3 & crypto · Investing & stock markets · Watchmaking · Sport

Scan for my portfolio
gabrielkabinga.com

UX/UI designer specialising in fintech and web3, with a marketing background. I design products people understand at first glance, and I know how to market and sell them: brand founder, luxury retail, digital communication. **Looking for a master's work-study in a web3 / fintech team from September 2027.** Open to freelance projects during the year.

EXPERIENCE

Digital Communication Officer (work-study) — Proximy
Sep 2026 – Sep 2027

Digital communication · Content design

- Design of the company's LinkedIn visuals: monthly satisfaction template (99 % made readable), 48-nationalities data-viz, career-path portraits, Octobre Rose poster with QR code
- Turning internal briefs into clear visuals and recurring templates

Founder & Art Director — BISSAP
2025 – present

Premium hibiscus drink brand

- **~€1,000 in sales and 200+ cups served over 2 pop-up events**; 45 sales in 22 minutes at a school pop-up
- Full brand identity, packaging direction and e-commerce site with a scroll-driven hero (AI-assisted build)
- Events, pricing, social media and sales: end-to-end marketing of a product from zero

Visual Merchandising Assistant — COTY SAS
2022 – 2024 · Paris

Burberry · Infiniment Coty · Swarovski · Jil Sander

- **Burberry fragrances, APAC**: retail concepts for a store opening in China and the Art of Gifting holiday programme
- Infiniment Coty boutique launch, Le Marais: material research and fixture design
- Open-sell units, backwalls, gondolas and testers; 3D models in SketchUp; coordination with marketing teams

Sales Trainee — Mercedes-Benz
Before 2022 · Tours

- Customer needs analysis, product presentation and client relationship

Formes & Sculptures
Before 2022 · Paris

- First professional experience

SELECTED PROJECTS

Hiptown
Real client · Team of 4
Conversion solution to rent large workspaces; pitched to the CEO and validated. Role: coordination (sprints, task split).

Escale
Product · UX/UI · AI build
AI travel agent: a few quick questions, compares 11 booking sites, best 3 picks in under a minute. Tested with 2 real users.

Campagnia Flow
Agile sprint · Notion
Rules and controls for a product team; I designed the onboarding V2: 5 levels, a newcomer productive within an hour.

Brand & luxury work
Illustrator · Photoshop
KOOK identity · Chaumet, Aston Martin and Guerlain editorial and UX work.

EDUCATION

HETIC — Bachelor Webmarketing & UX/UI Design · Bac+5 track — 2026 – 2028 · Montreuil

EIML Paris — Bachelor Brand, Luxury, Merchandising & Design — 2022 – 2026 · Paris