



Rémy Médard

Information Systems Manager · Marketing & Art Direction

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I took over the family company, rebuilt it, and sold it well. Maison Amiel, founded 1946: new collection, new catalogue, new communication — then an investor-buyer, and the integration into Groupe Somouest.

Art director who ships code. Brand, interface and development in one pair of hands — around 190 features delivered between August and September 2026.

I built the group's B2B platform. stock-literie.fr: live stock and prices for 13 brands, ordering straight into the Sage ERP, online invoices, after-sales. 300+ screens designed and coded.

I launch brands. Serta in France (exclusive distribution), Signature by Somouest, Dreamy, Mascotte+ — sites, catalogues, POS and trade shows.

EXPERIENCE

Information Systems Manager Groupe Somouest Feb. 2026 — present · Remote

- IT audit and overhaul of core processes: orders, phone system, B2B website
- [stock-literie.fr](#): stock and price lists for 13 brands and retail networks, ordering pushed into Sage, online invoices, passkey / Face ID sign-in, installable mobile app
- End-to-end after-sales management, shared with partner Lunély
- Management dashboards and an automated weekly report for the executive and sales teams

Head of Marketing, IT & Design Groupe Somouest Apr. 2024 — Feb. 2026 · Paris

- Launch of the Serta brand in France and of its showcase website
- Catalogues and price lists for every brand and client; brand websites; digital invoicing
- POS displays and in-store materials, including the Esprit Meuble trade show
- Product design: bedside tables, benches and other complements

Marketing & graphic design Alpha Interior Apr. 2024 — present · Paris

Managing Director, products & sales Maison Amiel 2017 — 2024 · Toulouse

Marketing and communication from 2017, at the helm of the family company from 2020.

- Complete redesign of the product collection and of the catalogue
- New marketing tools and a full rebuild of the brand's communication
- Digital transformation of the company and of its production processes
- Found an investor-buyer and led the integration into Groupe Somouest

Co-founder Dreamy, a bedding company 2018 — 2023 · Toulouse

Co-founder & Digital Art Director Mascotte+ 2015 — 2023 · Paris

Design studio specialising in brand characters for companies and communication agencies.

Lead UX & Art Director SPARTED 2015 — 2023 · Paris

Mobile learning apps: UX lead, then art direction for app customisation.

Interactive Designer & Art Director Freelance 2015 — 2023 · Paris

Creads (staff art director, 2016–2017), Oh Yes! Unlimited, CASIMEX.

BEYOND WORK

Digital nomad: 70 of 197 countries so far, laptop in the bag. Couchsurfing host and guest. Photographs and stories on [remy.paris](#).



SELECTED WORK

[stock-literie.fr](#)

B2B platform: stock, prices, orders, invoices, after-sales.

[somouest.fr](#)

Group website and brand system, three sites in France.

[serta-literie.fr](#)

French launch of the world's leading mattress brand.

Catalogues & price lists

A 92-page catalogue and the whole price-list system, rebuilt from scratch.

INTERNAL TOOLS BUILT

Management cockpits and weekly report · after-sales from store to supplier · fabric and colour library (849 references) · orders and contacts pushed into Sage · margin and delivery-time analytics · monitoring, access rights, backups.

WHAT I DO

- AI expert
- Claude & ChatGPT
- Art direction
- Brand identity
- UX / UI
- Catalogues & print
- POS design
- Product design
- Web development
- PHP
- JavaScript
- HTML / CSS
- SQL
- Sage ERP
- Data & reporting
- E-mail marketing
- Linux / Apache
- Microsoft 365
- Photoshop
- Illustrator
- InDesign

EDUCATION

GOBELINS Paris

CRMA, Multimedia · 2010–2012

École Estienne, Paris

DMA, Animation · 2009–2010

Lycée des Arènes, Toulouse

BTS, Visual communication · 2008–2009

ENSAAMA, Paris

BTS, Visual communication · 2007–2008

LANGUAGES

French

●●●●● 5 / 5

Catalan

●●●●○ 4,5 / 5

Spanish

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English

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