



Jenny Miralles

Digital & Creative Projects Lead • Freelance

in



+33 (0)6 68 57 46 39
miralles.jenny@gmail.com
jennymiralles.com

Based in Saint-Maur-des-Fossés (94) | Mainly remote assignments

For **14 years**, I have been supporting companies and project teams in the design and management of digital solutions (web, mobile, events). Over the years, I have broadened my approach by combining project management, UX/UI, graphic design, phygital experiences, and more recently, AI tools (ChatGPT, Midjourney). This versatility, forged in the field, allows me to approach projects with agility and creativity, where storytelling, user experience, and client expectations intersect. Passionate about photography, travel, and sports, I bring to project management the same level of commitment: anticipating, adapting, and delivering performance.

Fluent english

18 months in the USA
One year in Australia

Master's degree

in Business Management
and Marketing

Hard skills • Digital project management
• UX/UI • Web & Mobile • Process optimization • Phygital experiences • Event management • Multi-stakeholder coordination • User journey streamlining • Support material creation • Applied AI • Budget and planning management

Soft skills • Proactivity • Adaptability
• Analytical mindset • Anticipation • Curiosity • Commitment • Team spirit
• Ability to unite and motivate teams
• Authenticity • Stress management • Results-oriented • Versatility • Creativity
• Rigor • Strong interpersonal skills

OCTOBER 2015 – PRESENT

Digital & Creative Projects Lead
Freelance

Strategic, creative, and operational support for the design and execution of innovative digital projects.

Clients : Razorfish, JEC Group, SIAE, Thales, Publicis.Sapient, Takoma, Business Lab, Havas Event

AUGUST 2013 - JULY 2015

Director of Operations / Senior Digital PM
Magency Digital

Management of the project/operational department (8 people + freelancers), planning management, allocation of HR & equipment for different kinds of events (convention, training, team-building, etc)

MAY 2011 - JULY 2013

Digital Project Manager
B2C & B2B Exhibition Organizers

Web, native iOS/Android mobile and Webapp projects, indoor/outdoor geolocation, itinerary feature.

Shows: Int'l Paris Air Show, Bedouk, Paris Games Week

Razorfish • Project Director • Stabilized mobile & web teams • Managed 2 project managers • Implemented project processes • Cleaned and reorganized JIRA, relaunched stalled projects • Structured project workflows • Positive feedback from the end client, brought back on the project one year later

Int'l Paris Air Show • Redesigned 12 ticketing interfaces (UX/UI mockups, specifications) • Streamlined badge system (from 120 to 49 categories) • Optimized visitor flows (layout plans, signage) • Created and formatted support guides for hotline and on-site teams • Coordinated ticketing operations, field teams, and training.

JEC Group (JEC World) • Redesigned and managed ticketing platforms and mobile app • UX/UI (mockup design) • 50% reduction in hotline calls from the first post-redesign edition • Ongoing optimization: reduced support team size.

Thales • Organized conventions and hackathons (on-site & remote) • Coordinated vendors, managed budgets • Developed event web pages (HTML & CSS) • Created communication materials (print & digital) • Promoted and hosted internal events.

Publicis.Sapient • Managed mobile app project linked to a connected device • Coordinated teams (80% freelance) • Wrote specifications (4 support days sold → less than 0.5 day used) • 100% on-time delivery • Higher profitability than full in-house projects.