



# Jenny Miralles

Digital & Creative Projects Lead • Freelance

in



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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  
*Agency 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.