ONE SITE, EIGHT LINKS.

bertiaux.fr is not a résumé. It’s a front door: consulting, writing, projects, photography. You land, you pick, you click.

THE PROOF

LesWWW, JamaisLeVendredi, Readme.club, Generative101, Cestchaud.fr, LesPetitesCartes, LinkedIn, Amazon.

FRAMING FIRST.

One sentence holds the whole site: the tool doesn’t make the project, the framing does. The manifesto unfolds it into eight principles.

THE PROOF

bertiaux.fr/en/manifesto: eight principles, thirty seconds, zero slides (except these).

SHOW, DON’T TELL.

The site is the demo. Letters fatten under the cursor, words snap into a frame, the bands speed up as you scroll.

THE PROOF

A variable typeface from 100 to 900, animated with GSAP.

FAST BEFORE PRETTY.

An animation never hides the content. The heading is there from the first paint, and letters keep their place when their weight changes.

THE PROOF

LCP around 0.3 s on mobile, CLS at 0, checked on every release.

ANIMATED, NOT IMPOSED.

Prefer less motion? Everything shows flat and readable. Keyboard navigation, solid contrast, real text rather than pictures of text.

THE PROOF

prefers-reduced-motion honoured on every page.

FB.

A VOICE, NOT JARGON.

Direct, precise, a little cheeky. We say what we do, what we refuse, and why.

THE PROOF

> “Eight links below: try them, they don’t bite.”

FB.

READABLE BY AI.

What Google and AI assistants need to understand is written for them too: who, what, where, which projects. And nothing more about you.

THE PROOF

llms.txt, structured data, cookieless analytics, self-hosted fonts.