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CLEMENT BEURAIS

CREATIVE DIRECTOR

Design, Video, Games, Event, Marketing,
 Motion-Design, Photography, Musical
 Direction, Editing, Scenography, Cinema &
 Artificial intelligence

Lead Show Designer for the multi awarded
 immersive restaurant: Ultraviolet by Paul
 Pairet



Creative director, Freelance and Co-founder

Since 2020- Velvet Wonton Agency - Lyon, France

Role: Developing creative concepts and strategies tailored to the client's brand identity and target audience, augmenting brand experience through creative solutions for luxe, fashion, tech, automotive industry, F&B.

Clients: Richemont group - Ash - La Nouvelle - Google - Dji - Ultraviolet by Paul Pairet - OKAI - Supersoco

Responsibilities: Creative concept development - Creative strategy - Creative consulting - Production - Marketing creative direction - Creative scenography for immersive events

Lead show designer & Scenograph

2010-2022 Ultraviolet by Paul Pairet - Shanghai, China

Role: Leading the creation of a world's first immersive dining experience. Playing a key role from concept development to technical execution.

Responsibilities: Conceptualization and design - 72 Immersive Scenarios - Technical supervision - Multimedia Integration - Motion design - Video - Photography - Musical direction

Creative Director Events, Freelance

2012-2020

Role: Conceptualization and theme development for large-scale immersive events with a focus on creating experimental design and delivering unique experiences. Clients from luxe, fashion, automotive, finance

Events: Martell 300 Anniversary Dinner in Versaille - IFC Immersive Event Chengdu - UBS Bank VIP Diner in Beijing - Ferrari VIP private event in Shanghai - Chopard - Dior Shanghai

Responsibilities: Creative strategy - Multisensory experience Design - Production management - On-site supervision -Team leadership - Client Management

Creative Director & Development - Creative Director - Video Director

2008-2020 ArtBeat Studio by V.O.L - Shanghai, China

Role: Progressed from the role of Video Director to Creative Director & Development over 12 years at ArtBeat Studio, the in-house creative agency of renowned F&B venues in Shanghai

Clients: Bar Rouge, Ultraviolet, Mr & Mrs Bund, Moët & Chandon, Chopard, Ferrari, La Prairie, Ash

Responsibilities: Team leadership & management - Overseeing all creative aspects related to art and venue concepts across VOL group properties - Development and expansion of the studio - Video production management - Creative direction - Budget & resource Management - Strategy

Lead game designer & Lead level designer

2000-2011 Paris & Shanghai

Creator - Super Ball Escape by Playlithium

Lead level designer - I Am Alive by Darkworks

Technical level designer - PhysX Extreme Unreal Tournament 3 Mod-Pack

Team lead level designer - Red Steel by Ubisoft

Lead level designer & lead game designer - Bet on Soldier by Kylotonn

Lead level designer & lead game designer Iron Storm by 4x Studio

Role: From level designer to lead designer, managed teams up to 8 members for indie studios and Ubisoft productions. Skilled in game design, storytelling, cinematic and technical aspects. Critically acclaimed levels and co-created a chart-topping iPhone game in China.

Responsibilities: Concept - Game design - Level design- Team management - In-game cinematics - Scripting - Audio mixing - Music production - Agile method

Second Assistant Director

1998-2000 Paris

Role: Assisting First Assistant and Director for production & pre-production

Movies: The Girl by Sande Zeig, Les Petites by Noémie Lvovsky, Princesses by Sylvie Verheyde, SFR commercial by Olivier Megaton

Degree in Cinema

1998 University Paris 8

Specialization narratology & dramaturgy

After Effect - Premiere - Illustrator - Photoshop - Unreal Engine
 Photoshooting - Videoshooting - Team Leader - Narratology

French & English

Cinephily - Music - DJ - Party Organiser - Poetry - Swimmer
 More than 30 countries visited - Cook too much...

CLEMENT BEURAIIS

CREATIVE DIRECTOR

I am a **Multidisciplinary Creative Director with over 20 years of experience**. As a versatile and hybrid professional, I possess a strong aptitude for all aspects of creative work, including concept development, visual design, copywriting, and storytelling.

Experienced in creative, visuals and communication agencies, I have engaged in various industries, including luxury, hospitality, events, and video games. **My network of clients, partners, and employers includes Google, Richemont, Ubisoft, Chopard, Ferrari, Havas, Zacapa, and K2.**

Throughout my career, I have held various managerial and directorial positions, effectively **leading teams up to 15 members**. I am highly proficient in the Adobe Suite, with a specialization in After Effects, Premiere Pro & Photoshop. I am equally comfortable working independently and handling all aspects of a project, as well as managing and leading teams of designers.

I have also gained nearly **10 years of experience in the video game industry as a lead designer** (game levels, rules, concepts, bibles, cinematics). The creation of interactive works demands a considerable commitment from developers in terms of work, time, and organization. These experiences have enhanced my ability to manage complex and diverse projects.

My professional journey began after graduating from a university with a degree in cinema, specializing in narratology. I started my career in the film industry as an assistant director in Paris. Subsequently, I spent a decade in prominent roles in the video game sector, specializing in level design for companies such as Ubisoft.

I relocated to Shanghai to collaborate with Chef Paul Pairet, taking on the role of **Lead Show designer for Ultraviolet, the world's first immersive and multi-award-winning restaurant**. This groundbreaking five-senses experience set a new standard in the event industry, revolutionizing the way we approach dining and entertainment. Beyond Ultraviolet, I managed other large-scale immersive dinners, such as the one held at Versailles to celebrate the 300th anniversary of Martell cognac.

Concurrently, I assumed the roles of Video Director and **Creative Director at Artbeat Studio, a visual and marketing agency part of the VOL group, one of Shanghai's largest hospitality groups**. During my tenure, I successfully managed diverse projects, ranging from communication videos and concept development for multiple luxury clients to the creation of innovative F&B concepts. Among these was the popular dancing-bar-restaurant, The Cut Rooftop, where I also served as the musical director.

Upon returning to France, I leveraged my expertise as a consultant for event and video projects while **co-founding Velvet Wonton, a communication and visual company**. Today, I work with prestigious clients such as Google and international luxury group Richemont. Furthermore, I have developed my skills in AI, creating video and photo visuals.

Today, with my diversified experience, **I have become an experienced and versatile Creative Director**. Adaptable and possessing strong leadership skills, I thrive in various creative environments. I am capable of bringing innovative and demanding ideas to any project, regardless of its nature or scale.

Please access my visual on-line portfolio:
www.clementbeurais.com

