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CLEMENT BEURAIS

CREATIVE DIRECTOR

Visual Design, Video, Event, Marketing,
 Motion-Design, Photography, Video
 Games, Musical Direction, Editing, Sceno-
 graphy, 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: Co-founder of Velvet Wonton, a visual boutique agency • Developing creative concepts and strategies tailored to the client's brand identity and target audience, augmenting brand experience through creative solutions for luxe, event, TV, fashion, tech, automotive industry, F&B.

Clients: Luxury Richemont group • Google • Immersive Dining (Immersium museum Vienna) • Apple TV • La Nouvelle • Dj • Ultraviolet by Paul Pairet • OKAI • Supersoco

Responsibilities: Creative concept • Strategy • Consulting • Production • Creative direction • Com & Marketing 360 • Freelance artists management • Scenography for immersive experiences - Production and filming of the making-of for a upcoming series for Apple TV

Lead show designer & Scenographer

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 -

Creative Director Events • Freelance

2012-2020 • China

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 Video Director to Creative Director over 12 years at ArtBeat Studio, the in-house creative and communication agency for renowned F&B venues in Shanghai • Managed external clients in luxury, media, and fashion sectors

Clients: Bar Rouge • Ultraviolet • Mr & Mrs Bund • Moët & Chandon • Chopard • Ferrari • La Prairie • Ash • and many more...

Responsibilities: Team leadership & management • Overseeing all creative aspects related to art and venue concepts • Visual & communication for external clients, including key visuals, logos, flyers, web banners, packaging, photoshoots, social media assets • Studio development and expansion • Video production management • 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 • Co-created a chart-topping iPhone game • Designer of the iconic game Ironstorm

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

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, strategy, event, visual design, copywriting, storytelling and visual productions.

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, Apple TV, Ubisoft, Chopard, Ferrari, Havas, Zacapa, and K2.**

Throughout my career, I have held various managerial and directorial positions, successfully **leading large and diverse teams**. 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 leading roles in the video game sector, specializing in level design for companies such as Ubisoft.

In Shanghai for 10 years, I collaborated with Chef Paul Pairet, serving as the **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. Additionally, 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 hundreds of projects, particularly focusing on **visual and communication aspects for external luxury, media, and fashion clients**. I also worked on concept development for 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. I also use my experience to help new clients create advanced immersive experiences.

Today, with my diversified experience, **I am 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

