

Clément Tabareau

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Paris, France

Product Designer & Creative Director working across product, brand, and launch for high-stakes digital work.

OPEN TO SELECTIVE PRODUCT DESIGN LEADERSHIP ROLES, LAUNCH-CRITICAL CONTRACTS, AND STRATEGIC PARTNERSHIPS.

EXPERIENCE

Freelance Designer & Creative Director

Dec 2017 — Present

Independent · Paris

Independent design and creative direction practice working across product, brand, and launch systems for clients in fashion, art, technology, and culture. Delivered digital products, identities, and immersive experiences spanning UI/UX, design systems, brand direction, AR/VR, and AI-integrated interfaces.

Lead Product Designer / Brand Strategist

May 2024 — Oct 2024

Gigi · Paris

Led product design and creative direction for Gigi, an AI-powered dating app, across rebrand, relaunch, interaction systems, marketing surfaces, and App Store presence. Owned the design system from product experience through launch packaging, aligning the work with acquisition and retention strategy over a 6-month cycle.

#1 France App Store Launch window	65–70% D1 retention vs. ~25% category avg.	~20% D30 retention vs. ~7% benchmark
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Product & Brand Designer

2022 — 2024

The Glimpse Group / QReal (NASDAQ: VRAR) · New York

Led product and brand design for TRYO, a multi-brand AR virtual try-on platform. Built the core product system, CMS tooling, and launch experience across Gucci, Cartier, Adidas, New Era, and Rolex. Covered by AR Insider, Retail TouchPoints, Yahoo Finance, and additional outlets.

500+ products At launch	–25% return rate Partner brands	+35% engagement vs. baseline
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UX/UI Designer · JP Morgan Payments × F1 Miami

2023

Via QReal · Miami

Owned end-to-end UX/UI across four device form factors for JP Morgan Payments' biometric payment activation at the F1 Miami Grand Prix. Designed for high-volume live-event usage and operational reliability, with the system later expanded across merchandise stores in 2024.

55,000+ attendees Served	100% biometric Transaction success	Expanded 2024 All merch stores
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Product Designer (UI/UX)

Jun — Oct 2021

Utility NYC · New York

Worked across research-driven agency engagements, contributing user research, interface design, prototyping, and product thinking across projects including GIA and Care.com.

SELECTED CLIENTS

EDUCATION

Master's · Design Management

L'École de Design Nantes Atlantique
Exchange: Hongik University IDAS, Seoul
2021

Bachelor's · Digital Design

E-Artsup Lyon
Exchange: Nottingham Trent University, UK
2019

LANGUAGES

French	Native
English	Professional
Korean	Basic

SKILLS

DESIGN

Product Design · UI/UX · Creative Direction · Brand Identity · Design Systems · AR / AI UX

STRATEGY

0→1 Product Launches · Brand Strategy · User Research · Competitor Analysis · Go-to-Market

TOOLS

Figma · Adobe Suite · Webflow · Prototyping

LEADERSHIP

Project Leadership · Cross-functional Collaboration · Design Direction · Team Management