

CHARLES ARDILOUZE

Lead Digital Art Director — Brand, Product & AI

With 7+ years across brand, product and creative technology. I lead creative direction from concept to execution, combining high-end visual craft with systems thinking, product understanding and emerging AI workflows.

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[Linkedin](#) , [Instagram](#)

EXPERIENCES

Lead Digital Art Director — [Flim.ai](#)
2024 — Now · Paris

- Defined Flim.ai's creative vision and business positioning, setting the brand strategy, art direction and visual territory across product, brand and campaigns.
- Repositioned Flim.ai as «the creative sidekick,» shaping its tone of voice and its place at the start of the creative chain.
- Conceived and led the Trend Report, a brand campaign that drove 1,000+ leads and 13% of the period's new sign-ups.
- Rebuilt the UX with modular grid and signage systems, turning a retention gap into a readable path through Flim's tools and AI workflows.
- Embedded GenAI workflows (Veo 3, Seedance, Nano Banana, custom LoRAs) into daily production to scale high-end asset creation.
- Grew the Instagram audience from 35K to 81K, positioning Flim as a trend prescriber in the AI and image curation space.

Creative Director & Co-Founder — [RugiR](#)
2022 — 2024 · Brussels

- Co-founded RugiR, an event production and creative studio bridging community gatherings and high-end visual experiences.
- Built the brand identity from scratch, setting the art direction, visual positioning and core design systems.
- Directed a multidisciplinary team of 4 creatives across digital, motion, print and experiential work.
- Grew it from a 50-person first night to 18 editions over 2.5 years, building a community of 1,165 by word of mouth.

Lead Art Director — CPAS de St-Gilles
2022 — 2023 · Brussels

Graphic & Motion Designer — [Specht Studio](#)
2021 — 2023 · Antwerp

Motion Designer — [Centreon](#)
2020 · Paris

Freelance Designer
2019 — 2023

WORKSHOP & EXHIBITION

GenAI — [Forward Festival](#)
Berlin, 2026

INTL motion design festival — [Demo Festival](#)
Amsterdam · 2019

FORMATION

Product Designer — Ironhack
2026 · Part-Time Remote

- Real-world projects: INDAB, Kafi Games, WIP.O

Creative Business — [Îles Créatives](#)
2024 · Brussels

Master, Graphic Design & Video — [ERG](#)
2017 — 2020 · Brussels

DNAP, Contemporary Art — [Villa Arson](#)
2014 — 2017 · Nice

SKILLS

Design & direction:
Creative Direction, Art Direction, Brand Identity, Brand Positioning, Design Systems, Product Design, Motion, Creative Strategy

GenAI
Flim.ai, custom LoRAs (Veo 3, Nano Banana, Seedance...), Gemini, Claude, ChatGPT

Tools
Figma, Framer, Jitter, After Effects, Illustrator, Premiere Pro, Photoshop, InDesign

LANGUAGES

French — Native
English — Professional proficiency

INTERESTS

Tattoo artist — [@Work_Lore](#)
Since 2022