



Adrien Mouginot

Creating wonder
through unique, tailor-made
customer experiences.

CONTACT

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EDUCATION

ECOLE BLEUE, PARIS, 2014-2019
Master Global Design, with honors
Interior Architecture, Furniture Design,
Visual Storytelling & Scenography

SKILLS & EXPERTISE

Strategic Creative Direction
Spatial & Visual Storytelling
Scenography & Spatial Design
Art Curation & Concept Development
Commercial Strategy & Value Creation
Product Management
Client Relationship
& Account Management

• *Tools : Adobe Creative Suite, Figma, Rhino 3D, KeyShot, Driving License (B)*

DISTINCTIONS

D&AD Wood Pencil, 2024
Clio Awards, Bronze Winner, 2023 et 2024
Cannes Lions, Bronze, 2023
Lovie Awards, Bronze, 2024

Annecey Paysages, Winner, 2020
Park furniture, installation on the lakeshore

Publications
Intramuros, Oracles. Artists' Calling Cards,
20 Minutes.

LANGUAGES

French, English

PROJECT MANAGER IMAGE, CUSTOMER JOURNEY

I design experiences that drive desire, engagement, and value. From brief to execution, I define a strategic vision and harness the creative and operational resources necessary to deliver results.

My focus is on translating business problems into actionable solutions, whether through objects, environments, or communication tools.

WORK EXPERIENCES

CREATIVE CONSULTANT - EXPERIENCE, NARRATIVE

Retail, Hospitality & Innovative brand experiences
Paris | 2017 – today

Supporting brands, hospitality venues and project owners through the design, transformation and activation of existing or temporary spaces.

Scope of work:

- early stage needs assessment and decision support on creative and functional directions
- structuring spatial concepts and usage scenarios
- retail and pop-up scenography, customer journeys
- repositioning of existing spaces
- projects combining branding, usage and commercial activation
- translating brand and experience objectives into tangible, actionable formats
- ensuring consistency between intent, design and execution

Selected clients:

Louis Vuitton, L'Oréal, Giorgio Armani Beauty, Sarah Andelman, Lego, Hennessy, Pernod Ricard, Société des Amis des Musées d'Orsay et de l'Orangerie, French Touch Hotels, Private Choice, Hyatt.

BEM.BUILDERS - AD, TECH, UGC

Co-founder & creative director
Paris, Amsterdam, Bangkok | 2020 – 2025

Co-founded an advertising agency on gaming/UGC platforms.

- Design of immersive digital experiences
- Upstream involvement in strategic framing, creative and functional arbitration.
- Conception and steering of immersive systems for international brands.
- Projects awarded with major international distinctions, attesting to both creative and strategic impact.

Selected clients:

Orange, Lvmh, Renault Group, Publicis, Groupe Fdj, Carrefour, Fillmed, Hugo Boss, Givenchy, Nelly Rodi, Le Petit Marseillais