

THOMAS VIMARE

# Product Designer & Art Director



## WORK EXPERIENCES

### Free

Head of Design • Apr 2021 → Today (Paris)

Orchestrating the Brand & Product design strategy for a leading European telco (+23M+ subscribers). Leading a multidisciplinary team of ~20 designers (Brand Studio & Product Squads) to unify the experience across Mobile, Freebox, and Retail. Operating as a strategic partner to the executive team while staying hands-on to drive design quality, system scalability, and craft excellence.

### Powder

Lead Designer • Mar 2020 → Dec 2022 (Paris)

Directed the brand & product design for an AI gaming app (1.5M downloads, \$14M Series A). Led the entire cycle from features ideation to high-fidelity prototyping and visual design. Designed social-media ready flows enabling gamers to share clips on TikTok, Instagram, Snapchat... Continuous discovery to optimize retention and engagement loops.

### Kard

Lead Designer • Jun 2019 → Feb 2021 (Paris)

Built a challenger bank for teenagers from the ground up (50k users, \$7M raised). Defined the core branding and visual identity to resonate with Gen Z. Owned the visual design and UX for the mobile app, simplifying complex banking features. Collaborated closely with founders on product strategy and roadmap.

### Sounds

Principal Designer • Jan 2017 → Jan 2019 (Paris & SF)

With +1M MAU from all around the world, our mission was to connect people with music by making it easier to discover and share music. Raised \$5M.

### Lonsdale Design

Art Director • Apr 2014 → Jan 2017 (Paris)

Leading branding, retail and design agency in France, worked with Orange, BNP Paribas, Pernod Ricard, Danone, Samsung, Molotov, L'Oréal, Chanel, Engie, Big Fernand, AXA, Heineken, Talentsoft, Villages Nature, Montreux Comedy, Louvre Hotel Group, Withings, Nescafé, Nexity... for a large range of products (in-store televisions, mobile, web).

### Steaw

Junior Art Director • Sep 2011 → Apr 2014 (Paris)

Small digital design studio, worked with Overblog, Dior, Nespresso, Shapr, So Jeans, BNP Paribas, Microsoft, Korben... for mobile & web products.

## SCHOOL

### Cifacom Paris

Multimedia Project Manager Bachelor's degree. Class of 2013

## CONTACTS

📍 [thms.works](https://thms.works)

📄 <https://www.linkedin.com/in/vimarethomas>

✉️ [thomas.vimare@gmail.com](mailto:thomas.vimare@gmail.com)

📞 +33 6 11 83 24 00

## FREELANCE

### Design Partner

Freelance • Jan 2015 → Today

**Zero to One:** helping early-stage startups build their brand identity and digital products (web & mobile).

**Strategy:** combining user needs with business goals to reach product-market fit and support fundraising. (Clients: [Finary](#), [Opal](#), [Astra](#), [Airbuds...](#))

## SIDE PROJECTS

### Mentoring & Teaching

Guest Speaker & UI/UX Teacher at [HETIC](#), [EEMI](#) & [MyDigitalSchool](#).

### NFX Guild

NFX is a seed and series A venture firm based in Palo Alto, California. (W17 Class)

### scrnshts.club

Founder of a curated collection of the finest App Store design screenshots. Successfully acquired in 2025.

### Foreignrap

A platform to promote, discover and listen to hip-hop music from all over the world. We get featured on Vice, The Next Web, Noisey, Canal+, Tidal...