

KLOR.

Carole Boudart

LOCATION

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PORTFOLIO

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LINKEDIN

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CORE SKILLS

- Creative Direction
- Art Direction
- Brand Strategy
- Visual Identity
- Cross-functional Leadership
- Team Management
- Monetization Design
- Live Service Strategy
- IP Development
- Transmedia Storytelling
- E-commerce Systems
- Campaign Architecture
- OOH Direction
- Merch Strategy
- Motion Supervision
- International Manufacturing
- Budget Control
- Vendor Management

LANGUAGES

French — Native
English — Fluent

INDUSTRIES

- Gaming
- Fashion & Sportswear
- Entertainment
- Street Culture
- Consumer Brands

Creative Director Head of Design

Gaming · Fashion · Entertainment

PROFILE

Creative Director and Head of Design with 30+ years building iconic brands and visual identities across gaming, entertainment, and fashion. Co-founder of 123K studio. Led cross-disciplinary teams across art, narrative, monetization, and marketing. Internationally recognized artist and speaker with deep connections across the global creative community. Pioneer of a street-graffiti-inspired visual language adopted by major studios and global brands. Entrepreneur with full 360 degree vision, from concept to market.

EXPERIENCE

Co-founder | Creative Director | Head of Design

1992 — Present

123K Studio — Venice Beach, CA

- Built and scaled an independent creative studio over 30 years, maintaining full creative and operational control.
- Directed brand strategy, visual identity, art direction, character design, and transmedia storytelling across all client work.
- Managed vendors, budgets, and cross-disciplinary teams across gaming, fashion, and entertainment mandates.
- Published four monographs. International speaker on five continents. Featured in hundreds of major publications.

Art Director — Roller Champions

2018 — 2022

Ubisoft (External Consultant via 123K)

- Embedded Art Director on Ubisoft's Roller Champions for four years. Full creative spectrum: brand identity, character narrative, environment direction, UI, skin line monetization strategy, merch design, and cross-team leadership.
- Developed the complete brand ecosystem, custom typeface, icon system, and all in-game brand identities.
- Secured Gucci as in-game sponsor through a pitch demonstrating real luxury fashion industry fluency.

Co-founder | Creative Director

2007 — 2022

BANDIT-1\$M Streetwear Label

- Co-founded and directed an independent streetwear label. End-to-end: concept, production, distribution, e-commerce, and community.
- International manufacturing, import/export logistics, wholesale distribution. Maximum 140 units per drop.

Creative Director

2009 — 2012

Jos Louis | Saputo Boulangerie

- Sole-source creative mandate of approximately \$2.9M CAD over three years. Packaging, video, TV, OOH, web, events, social, and community management.
- Directed a transmedia universe anchored by four original characters across 7 platforms simultaneously. 18 original short films. Collector packaging still resold on Amazon US in 2026.