Charles Leclercq

EXPERIENCE

Chief E(Everything) Officer
ARxVision, UK/US
Sep 2020–Present

- Joined as the first employee of a VC-owned startup to bring Generative AI wearable device, app, and SDK to market. Achieved six-figure revenue & 300% YoY growth through rapid iterations, from private beta to global launch.

- Forged strategic partnerships with Microsoft Seeing AI, advising on conversational UX for consumer AI.

- Strategically led product roadmap integrating advanced AI and ML into consumer iOS and Android apps.

- Drove product from 0 to 1, crafting user flows & prototypes exploring life-changing use cases of AI/ML and LLMs, working with research to pioneer easy-to-use Visual Q&A.

- Collaborated with RNIB's User Research team to elevate product accessibility to the highest standards.

Senior Product Manager
BBC RD, UK
Apr 2020–Sep 2020

- Led cross-functional team to build an Augmented Reality (AR) desktop authoring tool, rivaling Meta Spark AR, with integrated CMS and an iOS consumer app to explore AR's potential as a public service.

- Promoted MVP internally and secured content partnerships with BBC Music, Sports, and Natural History.

- Collaborated with Design, Engineering, Marketing, and User Research teams to define outcomes and accordingly track meaningful engagement metrics.

Lead Product Designer
Cookpad Inc., UK
Jun 2019–Apr 2020

- Worked with Founder to define north star metric, prototyped and launched a gamified, easy activity logging feature, enabling Cookpad to measure mission success.

- Increased engagement with content creation by leading automation of recipe creation from user cooking photos, collaborating closely with AI/ML and development teams.

Founder & Creative Technologist
Kodama Ltd., UK
Jun 2016–Dec 2018

- Conducted fundamental user research on storytelling, designing experiments & prototypes to foster creativity.

- Leveraged insight to design and build the XR-mouse, bringing pen-and-paper fluidity to 3D workflows, built 3D tracking system in C and interaction patterns in C#.

Creative Manager
Ubisoft, FR, IN, SP
Jun 2012–Sep 2014

- Drove strategic product vision and led cross-functional teams of 30+ to deliver acclaimed titles like Assassin's Creed, successfully navigating company gateways.

Product Designer
Jun 2010–Jun 2012

- Pioneered novel gameplay experiences for new HCI platforms, collaboratively building prototypes for devices including Kinect, iPad, WiiU, 3DS, and smart TV.

CONTACT

+44 7552 571802
charles.lclcq@gmail.com

LEADERSHIP

Awards & Mentions
ARx: TOP 5 Emerging Tech (2024)
Bill Mogridge Award (2nd)
James Dyson Fellow 2016
WIRED: PIXAR DIY (2016)
Apple Best of 2013, App of the Week

Programs
Google Startup Accelerator
BoostVC Accelerator
IDEO U: Storytelling for Influence

Papers and Patents
Audio Augmented Reality
Tracking system & Method

Visiting Lecturer
UC Berkeley – 2023
Royal College of Art – 2020
Imperial College – 2018

SKILLS

Process
User-Centered Design,
Product-Market Fit,
Strategic Design Thinking,
Strategic Partnerships,
Ideation Workshops,
Agile (JIRA),
Storytelling/Public Speaking.

Design tools
Figma, Protopie, Adobe CS,
Miro, 3DSMax, Blender,
Unity 3D, Unreal Engine.

Development
Python, C#, SwiftUI, Java, Kotlin.

Frameworks & IDE
ARKit, OpenCV, TensorFlow,
OpenAI API, GCP, Xcode,
Android Studio, Arduino.

EDUCATION

**MA, MSc,
Innovation Design Engineering,
2016**
Imperial College London,
Royal College of Art

**BA,
3D Computer Animation,
2010**
ESIA 3D – Bellecour School of Art