PRODUCT & BRAND DESIGNER

Tom Selles

I design identities, interfaces and emotions.

Independent Product & Brand Designer. Based in Paris. Since 2017, visual identity and interface design for F1, MotoGP, Juventus, Lazio and many others.

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2025 · PRODUCT · ART DIRECTION

Formula 1

Formula 1 — via Platinium Group

Circuit maps for the official F1 ticketing site, and the campaign visuals that bring them to life.

CONTEXT

At Platinium Group in Monaco, for Formula 1: the circuit maps of the official ticketing site, and the campaign visuals that announce each Grand Prix — posters, teasers, email.

CHALLENGE

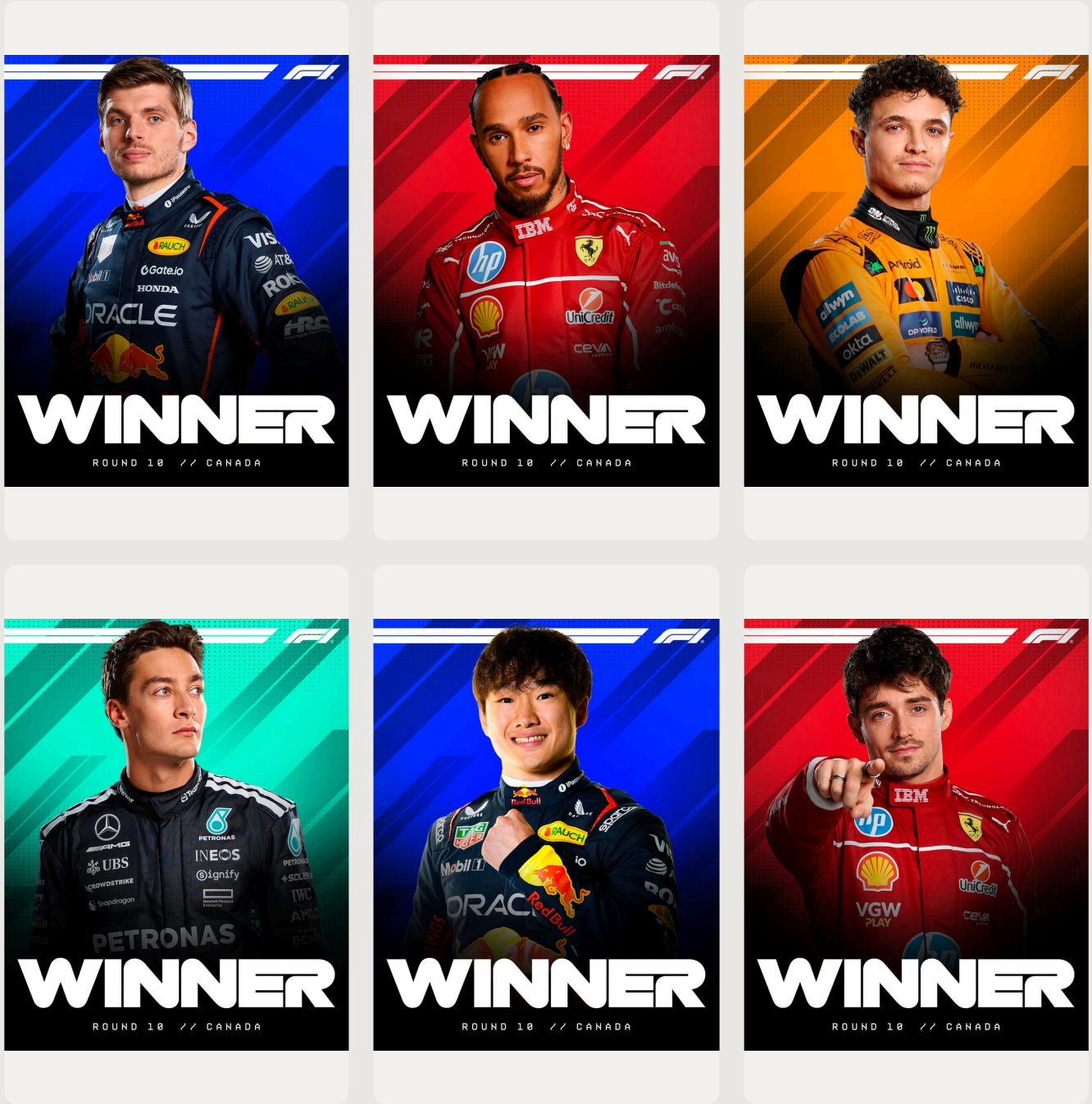
Hold Formula 1's visual standard without charging the reader for it: on a circuit map, a buyer has to find their stand and its price at a glance.

APPROACH

Draw the three together rather than one after the other: the interface, the circuit maps and the campaign visuals share one set of codes and one palette.

OUTCOME

A ticketing journey that reads more easily, and one visual signature from one Grand Prix to the next — site, poster and email alike.



Circuit maps · Art direction · Marketing visuals

2025 · PRODUCT · ART DIRECTION

MotoGP

MotoGP — via Platinium Group

The circuit maps that let fans pick their seat, circuit by circuit.

CONTEXT

At Platinium Group in Monaco, the communication for several MotoGP Grands Prix: official posters, email and advertising, in print and digital alike, under tight brand guidelines.

CHALLENGE

Carry the speed without losing the thread: each Grand Prix has its own country and its own poster, and the set has to stay recognisable from one circuit and one channel to the next.

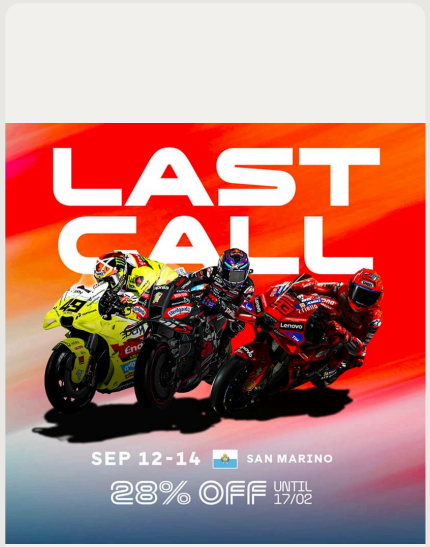
APPROACH

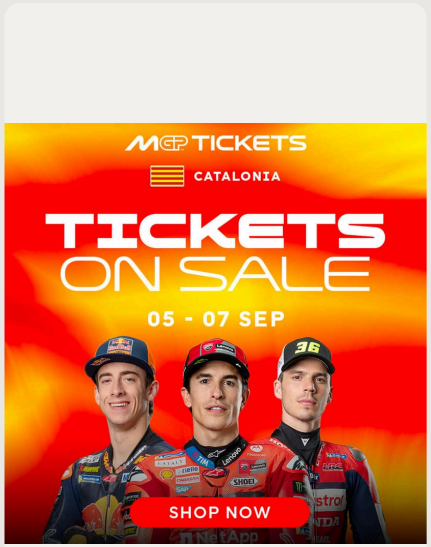
Set the visual direction once, then run it out: poster, email, advertising, web and social all hold the same framing and the same codes.

OUTCOME

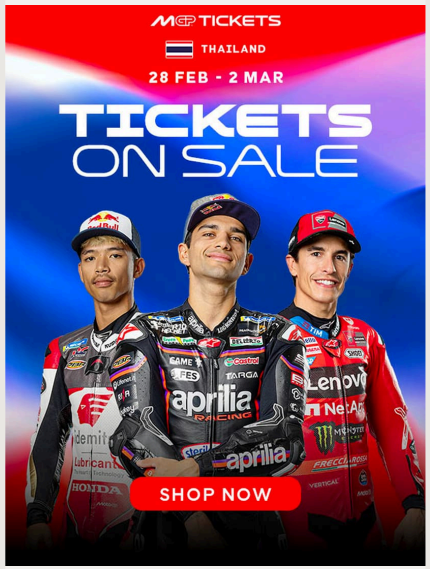
Campaigns you recognise from one country to the next, run internationally, in service of ticket sales.

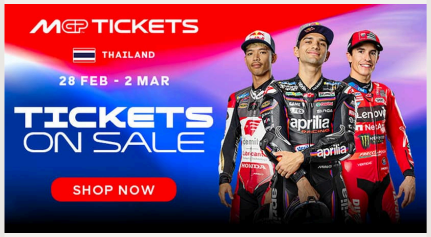
Circuit maps · Race posters · Ticketing visuals













2025 · PRODUCT

S.S. Lazio Roma

S.S. Lazio Roma — via Platinium Group, Monaco

Rebuild the ticketing of a Serie A club without betraying its hundred-year-old identity.

CONTEXT

A complete rebuild of the official ticketing platform of S.S. Lazio Roma, a Serie A club founded in 1900, carried out through Platinium Group from Monaco.

CHALLENGE

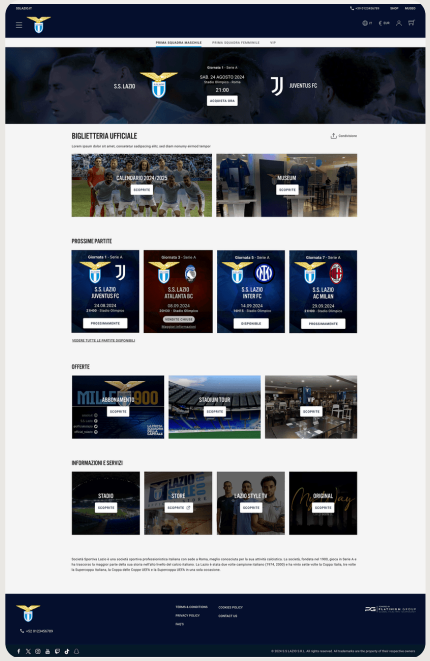
Modernise a dated purchase journey, for supporters who know a hundred-year-old identity by heart and would not let a detail of it slip.

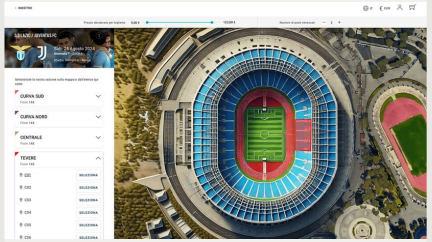
APPROACH

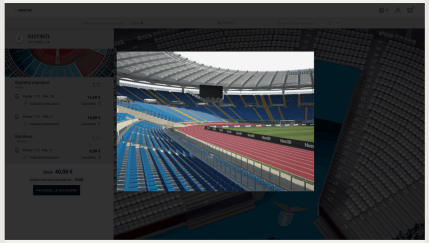
Keep the club's identity, rebuild the journey. A simplified funnel, designed mobile first, without touching what supporters recognise.

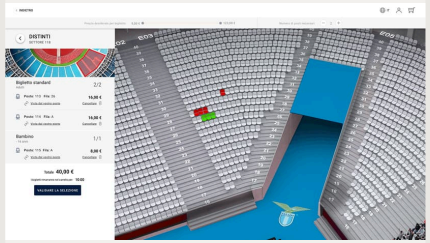
OUTCOME

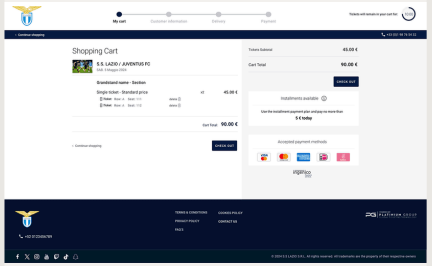
Ticketing that is quicker to move through, legible on every screen, and a reusable component base for the seasons after.

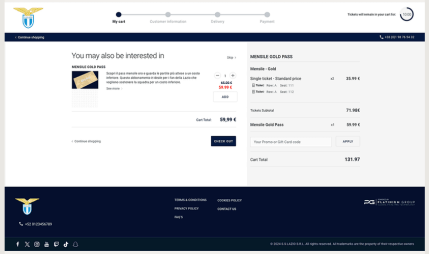












UX/UI · Platform rebuild

2026 · ART DIRECTION

Primelis

Primelis — freelance

Meta Ads campaigns and coherent brand worlds, for three American health and wellness brands.

CONTEXT

Freelance work for the agency Primelis: building and adapting the brand worlds of LED Technologies, reVive and Terry Naturally, three American health and wellness brands.

CHALLENGE

Brands with very different worlds — LED Technologies, reVive, Terry Naturally — each with its own codes, audience and level of visual maturity.

Some have solid guidelines applied unevenly from one channel to the next. Others have yet to structure their world at all. Either way the constraint is the same: produce fast, across many formats, without the brand thinning out along the way.

APPROACH

Start with the brand, never with the visual. Understand its codes, identify what holds and what has drifted, then set clear rules.

Then carry that base across every channel: product visuals, campaigns, digital material. Each adaptation stays recognisable without being a copy of the last. Where the guidelines are incomplete, I complete them and document the choices, so the teams can produce without me.

OUTCOME

Visual worlds brought into line across every channel of each brand.

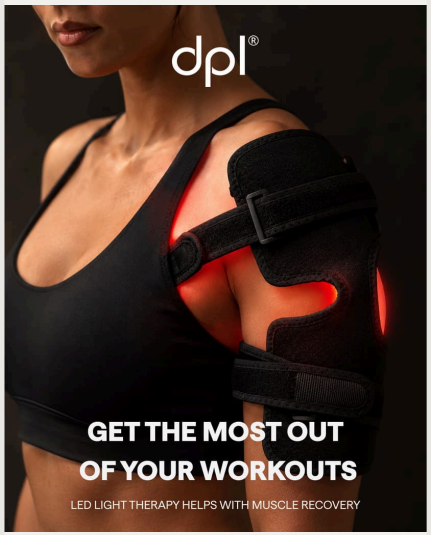
Guidelines clarified and documented, reusable by the teams.













2026, ONGOING · WEB · PRODUCT

Pyramid

Pyramid, Nice — freelance, fully remote

Email templates designed for deliverability as much as for reading.

CONTEXT

Fully remote freelance work for Pyramid, a CRM agency in Nice: designing and building responsive email templates, and designing the campaigns that run on them.

CHALLENGE

One CRM agency, several brands, as many sets of guidelines to respect. Each arrives with its own codes, its own technical constraints and its own campaign rhythm.

Email is the most constrained format in digital design: unpredictable rendering from one mail client to the next, read mostly on a phone, a few seconds of attention. You have to produce fast, without ever sacrificing brand consistency or deliverability.

APPROACH

Start from the existing guidelines and translate them into a system: reusable components, a clear hierarchy, one message per block.

Build responsive templates that hold everywhere, from a phone to the most capricious clients, and that survive the edits CRM teams make after delivery. Work remotely with CRM and marketing so production keeps up with the campaign rhythm.

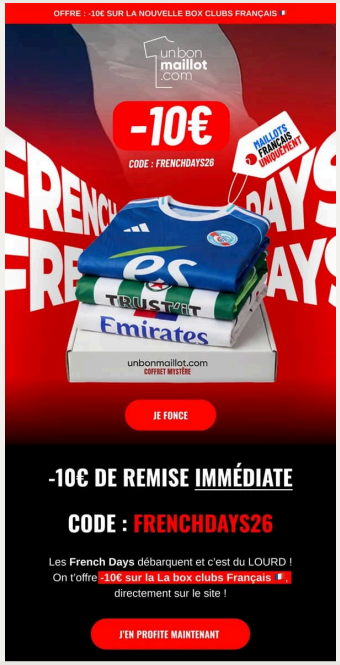
OUTCOME

Responsive templates deployed across every client campaign.

Stable rendering on the main mail clients, mobile and desktop alike.

Campaigns produced faster, on













2026 · ART DIRECTION

vibe.co

vibe.co

Paid social creative for a Streaming TV advertising platform, from live sport to AI.

CONTEXT

vibe.co is a self-serve Streaming TV advertising platform: a TV campaign goes live in minutes, with no contract, against premium live sport. The creative covers paid social acquisition, in English and for the US market, in story and square.

CHALLENGE

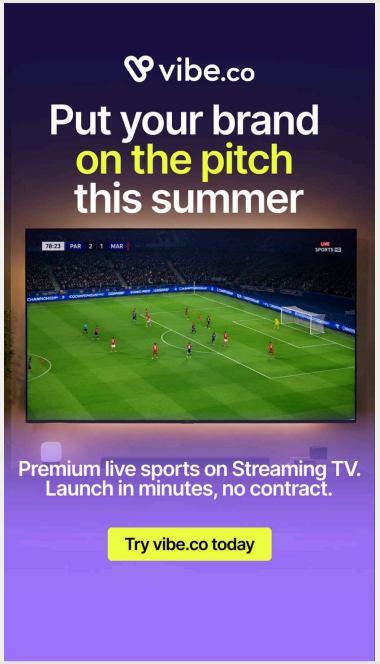
Streaming TV is a channel most media buyers have not bought yet. They know their numbers on Meta and Google, and they are looking at a budget they control. Selling the platform means first making the case for the channel — to people with no reason to take a newcomer's word for it.

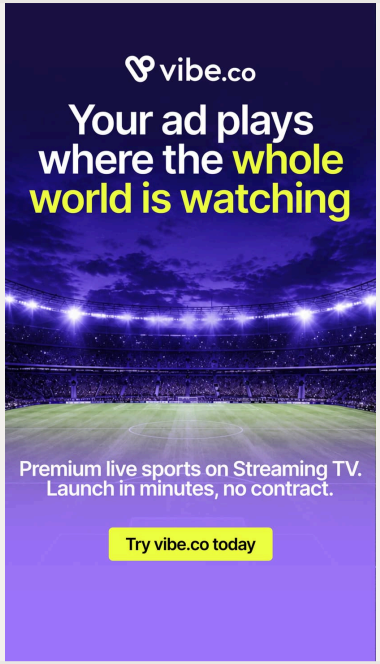
On top of that, the constraint of paid social: a few tenths of a second in a feed, against everything else in it. And every idea has to hold as a story and as a square, two frames where one layout does not crop across — it gets redrawn.

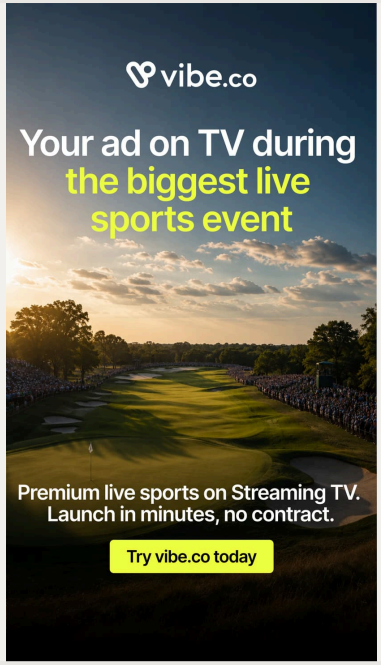
APPROACH

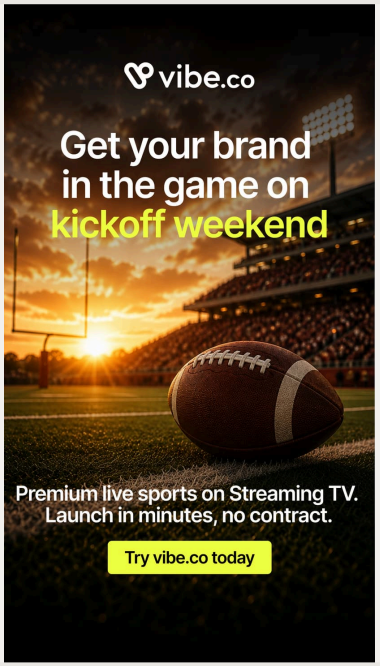
A system rather than a run of one-offs: the mark at the top, a headline with a single segment in yellow carrying the argument, a visual that proves it, the same promise at the foot — "Premium live sports on Streaming TV" — and one yellow button. The form does not move from one ad to the next, so a vibe.co ad is recognisable before it is read.

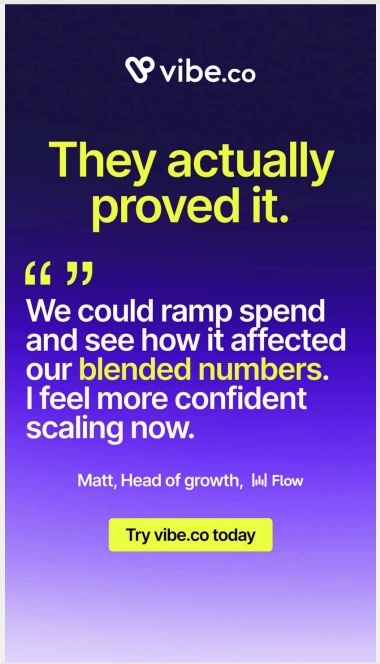
What moves is the argument, not the form. The inventory first — live sport, which is what you actually buy. Then the proof, quoted and signed by named customers with their role. Then the product: what it plugs into, what it measures, and the head-on

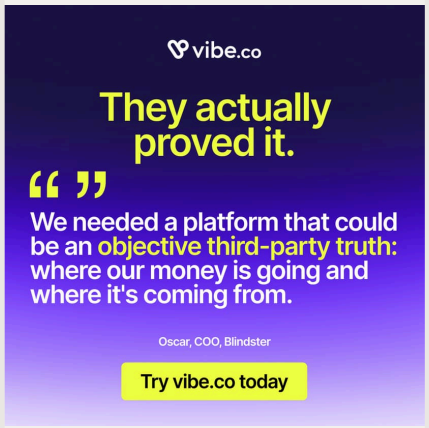












BOOK A CALL

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