

# CV

## anthony surgis.

Art Director Paris

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With 15 years of experience in digital and e-commerce, I help brands develop their identity by combining my creativity (DA, UX / UI, and Photography), my organizational skills (management, project management and budgets) and my marketing sensitivity in an agile environment.

#artdirection #projectmanagement #agility  
#identity #UX/UI #ecommerce

## business skills

### Art Direction

brand identity ●●●●●●  
photography ●●●●●●  
UX/UI ●●●●○

### Management

team management ●●●●●●  
skills development ●●●●●●  
planification ●●●●●●

### Project management

production ●●●●●●  
marketing ●●●●○  
communication ●●●●●●

### Languages

french ●●●●●●  
english ●●●●●●  
spanish ●●○○○

### Softwares

photoshop ●●●●●●  
illustrator ●●●●○  
indesign ●●●○○  
sketch / Adobe XD ●●●○○  
balsamiq ●●●●○  
axure ●●●○○  
wordpress ●●●●○  
taxi ●●●●○

## education

Developper Director Multimedia  
Paris - Efficom / 2007

Visual Arts 3rd year Licence  
Strasbourg / 2006

DUT Information Communication  
Advertising  
(two-year university degree in  
technology)  
Nancy / 2004

Literary baccalaureate  
Nevers / 2002

# work

L'Oréal Paris - 2021 / Today - Paris

## Art Director - 5 months

- creation of digital event campaigns,
- optimization of production by setting up a planning tool.

Salto - 2020 / 2021 - Paris

## Art Director - 1 year

- participation in the launch of the platform in close collaboration with the Marketing (Edito, CRM) and Content teams,
- lead of a team of 4 art directors,
- creation of content (program artworks, collections, landing page, product page...) for the platform and partnerships (banners, shop in shop, ...) on all devices (desktop, television, mobile and tablet),
- optimization of production: implementation of processes and templates,
- quality monitoring: workshops, benchmark, graphic charter and creation tools.

Louis Vuitton Malletier - 2019 / 2020 - Paris

## E-Retail Art Director - 1 year

- implementation of the brand identity in a quality improvement context of the website:
  - set up of a new art direction (on model images and packshots / seasonal and permanent collections),
  - management of the man and woman photo shoots (AD, casting, on set production) with E-merch, Marketing, Photo studio, Stylists and Art buyers teams,
  - selection and cropping of the images produced,
  - quality monitoring of the post production,
  - improvement of the site interface, category pages and product pages on desktop and mobile in collaboration with the UX teams.
- production optimization: establishment of guidelines and new processes (E-commerce, Marketing, Image studio, Photo studio).

Photobox - 2017 / 2018 - Paris & Londres

## Creative Director - 1 year

- team leadership (7 people) of Art Directors, Web designers and Photoshoot Managers,
- leading on production, quality control and delivery of digital assets across key digital platforms (newsletters, social media channels and website content) and devices (mobile 1st, desktop and tablet),
- production optimization in a reorganization context of the company between Paris and London: establishing design process (CRM, Acquisition, Marketing, Copywriters and Design) and setting up the new Photobox newsletter tool (Taxi),
- implementation of the new brand identity: brand guidelines, graphic charter and evolution of the art direction within the assets produced for the quality improvement of the current website, the build and launch of the new website, and ad campaigns building across key digital platforms.

Vente-Privée - 2009 / 2017 - Paris

## Creative Director - 6 years

- leading team of 15 Art Directors across production, quality control and delivery of digital assets.
- production optimization: processes, tools, budget management, planification and hiring,
- launch of the Travel sector (art direction, process, planification, creation of a dedicated page, product detail page optimization),
- quality improvement of the Fashion sector across key digital platforms (newsletters, social media channels and website content):
  - launch of a new business with sales managers, photoshoot and marketing teams (art direction, budget management, organization, lookbook production),
  - marketing operations set up for premium brands (S2A, Carven, Alexis Mabille, Courrèges ...),
  - home page and dedicated fashion landing page creation,
- user experience updates across digital channels (home page, lookbook, landing pages, ...) on desktop, mobile and tablet.

## Art Director - 2 years

- conception, realization and production of visuals for hundreds of premium brands (Calvin Klein, Toshiba, Bandai, Disney, Casio, Miss Sixty, Kleenex, Pentax...),