

CV

anthony surgis.

Art Director

Paris

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With 16 years of experience in digital, 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

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 / figma ●●●○○
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

SG (Société Générale) - 2022 / Today - Paris

Art Director - 3 years

- creation of digital campaigns,
- creation of landing pages,
- help with the evolution of the design system,
- optimization and homogenization of the production (implementation of a production tool, templates, ...).

L'Oréal Paris - 2021 / 2022 - Paris

Art Director - 1 year

- creation of digital event campaigns, landing pages and brand guidelines,
- optimization of production implementing 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, generic visuals, landing page, ...) for the platform and partnerships on all devices (desktop, television, mobile and tablet),
- optimization of production: implementation of processes and templates,
- quality monitoring: participation in workshops, creation of benchmarks 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 website interface (desktop & mobile).
- 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 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: process, new work methodology, 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 Mabilie, 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...),