

# CV

# anthony surgis.

Art Director Paris

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Digital Art Director designing premium, scalable brand experiences.

From visual identity and design system to AI-powered creative workflows.

My focus: creating beautiful work that lasts, adapts, and performs.

## business skills

### Brand Identity & Branding

Visual universes & brand territories  
Brand guidelines & deployment

### Production & Image

Art direction for photo shoots (fashion & product)  
On-set casting & art direction

### AI Expertise & Training

Master's lecturer (école Intuit Lab)  
Prompt engineering  
Generative art direction

### Digital Design & Storytelling

Immersive interfaces  
Event-based campaigns  
Luxe aesthetics & performance

### Languages

French / English

### Softwares

Photoshop / illustrator / indesign  
After effects / premiere pro  
Figma / sketch / adobe XD  
Midjourney / flux / firefly

## education

Multimedia Design & Production  
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

### Schneider Electric - Art Director - 2025

- created a premium, innovative, and distinctive visual identity for the new international EcoCare Membership program, ensuring a strong competitive edge in the global market,
- managed an external agency from strategic positioning definition to final visual identity delivery,
- closely collaborated with Brand, Marcom, Design & Ergonomics and Marketing departments to ensure a unified vision and strong differentiation,
- designed mockups and co-developed user testing protocols.

### SG (Société Générale) - Art Director - 2022 / 2025

- created digital campaigns and landing pages,
- contributed to the design system,
- optimized production processes (tools, templates).

### L'Oréal Paris - Art Director - 2021 / 2022

- created digital event campaigns, landing pages, and brand guidelines,
- optimized production through the implementation of a planning tool.

### Salto - Art Director - 2020 /2021

- launched the platform in collaboration with Marketing (Editorial, CRM) and Content teams
- led a team of 4 Art Directors,
- created multi-channel content (programs, visuals, landing pages) for the platform and its partnerships (desktop, TV, mobile, tablet),
- optimized production by implementing processes and templates,
- ensured quality through workshops, benchmarks, and creative tools.

### Louis Vuitton Malletier - Art Director - 2019 / 2020

- developed the brand identity with the goal of enhancing site quality:
  - introduced a new art direction (lifestyle visuals, packshots),
  - directed men's and women's photoshoots (art direction, casting, on-set production) in collaboration with E-merch, Marketing, Photo Studio, Styling, and Art Buying teams,
  - selected, cropped, and ensured quality control of product visuals,
  - Interface redesign delivering a digital experience aligned with the House's excellence,
- optimized production by creating guidelines and new workflows.

### Photobox - Creative Director - 2017 / 2018

- managed a team of 7 across Paris and London (Art Directors, Web Designers, Shooting Managers),
- oversaw the quality, production, and delivery of visuals across all digital platforms (website, newsletters, social media) and devices (mobile-first, desktop, tablet),
- optimized workflows during a cross-location reorganization (Paris/London): coordinated CRM, acquisition, marketing, editorial, and design teams; implemented a newsletter creation tool (Taxi),
- created and rolled out brand identity: brand guidelines, art direction evolution, asset production, support for website redesign, and development of digital campaigns.

### Veepee - Creative Director / Art Director - 2009 / 2017

- managed a team of 15 Art Directors: overseeing production, quality, and deliverables,
- optimized processes, tools, budgets, scheduling, recruitment, and freelance management,
- launched the Travel vertical: art direction, coordination, dedicated page, and catalog optimization,
- enhanced the Fashion category: developed new business opportunities, led designer campaigns (Carven, Courrèges, etc.), and improved UX/UI (homepage, lookbook, catalog),
- designed, executed, and produced visual worlds and digital storefronts for over 100 brands.