

CV

anthony surgis.

Art Director Paris

as@anthony-surgis.com
+33 (0) 6 58 63 65 31

www.anthony-surgis.com

Art & Creative Director, I lead studios and design premium brand experiences. Bridging team management, design systems, and AI, I optimize production workflows to deliver beautiful, scalable, and high-performing design.

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
Luxury 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

Groupe SeLoger - Head of Studio - 2026

- Restructuring & Process: Global overhaul of the Asana ecosystem (production) and integration of a new template brief to optimize fluidity and Studio rituals (monthly, workshops).
- Strategy & Performance: Steering of the production strategic pivot (refocus B2C vs B2B), supervision of product launches and deployment of experimental video formats (social media, mid-funnel).
- AI Innovation: In-depth study and concrete integration of generative AI tools within the creative workflow to maximize team productivity.
- Management & Vision: Steering of 360° multi-support creative production (digital, video, print) for SeLoger and Belles Demeures, management of 5 designers and guarantee of creative excellence across all channels.

Schneider Electric - Art Director - 2025

- Creation of the premium visual identity for the international EcoCare Membership program.
- Management of an external agency (from positioning to delivery), close collaboration with Brand/Marcom/Design departments and co-creation of user test protocols.

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

- Creation of digital campaigns, landing pages and active contribution to the design system
- Continuous optimization of production processes via the creation of tools and templates.

L'Oréal Paris - Art Director - 2021/2022

- Conception of digital event campaigns, landing pages and deployment of brand guidelines.
- Optimization of workflows via a dedicated planning tool.

Salto - Art Director - 2020/2021

- Multi-platform launch (desktop, TV, mobile) of the platform in synergy with Marketing.
- Management of 4 ADs, optimization of production (processes/templates) and quality monitoring (workshops, benchmarks).

Louis Vuitton Malletier - Art Director - 2019/2020

- Interface redesign and elevation of the e-commerce site's visual standards.
- Global steering of Men/Women shootings (AD, casting, on-set) in cross-functional coordination, iconographic selection and creation of production guidelines.

Photobox - Creative Director - 2017/2018

- Direction of a team of 7 people (Paris/London).
- Restructuring of cross-functional processes (CRM, acquisition, marketing) and integration of the Taxi tool.
- Deployment of the global brand identity and site redesign using a mobile-first approach.

Veepee - Creative Director / Art Director - 2009/2017

- Management of a team of 15 ADs (production, quality, budgets, schedules, recruitment).
- Launch of the Travel sector (AD, coordination, dedicated page, catalog optimization, ...) and development of the Fashion sector via designer campaigns (Carven, Courrèges...) and UX/UI optimization. Production of showcase universes for +100 brands.