

# Anastasia Simone

## Tiny creative. Big ideas.

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### Savannah College of Art & Design

BFA Advertising, 2011 – 2015  
Summa Cum Laude

### Skills

Photoshop  
Illustrator  
InDesign  
AfterEffects  
Audition  
Traditional art media  
Graphic design  
Book illustration  
Photo retouching  
Concept development

### Awards & Recognition

#### SCAD40 Award

Highest Alumni Recognition  
Savannah College of Art & Design – 2019

#### Outstanding Performance

HK Education Bureau – 2015

#### Grand Prix PMAA Dragons

#### Red Dragon PMAA Dragons

#### Gold PR Awards Asia

#### Gold Sabre Awards

#### Gold Marketing Mag PR Awards

#### Gold Marketing Events Awards

#### Winner WPPed Cream

#### Silver Spikes Asia

#### Silver Cresta Awards

#### Finalist Cannes Lions

#### Finalist Clio Awards

### Senior Art Director Leo Burnett Hong Kong

Oct 2018 – Present

With my experience in digital and interactive, I developed activations for events and installations across the city, as well as 360° and integrated campaigns for global and local clients. My team's work on Cathay's Rugby Sevens sponsorship won awards in activation and event design.

### Art Director McCann Worldgroup Hong Kong

Jan – Oct 2018

As part of the Cathay Pacific team, I produced global film content as well as social and on-ground campaigns. As part of a digital initiative, my team also developed a real-time web-based data visualisation project called Artmap.

### Art Director Geometry Global Hong Kong

Jan 2017 – Jan 2018

We made a shopping cart to fight childhood obesity in the UAE, and a virtual kitchen to preserve PoPo's home-cooked meals. My team developed a singing soap bottle, and we collaborated with our Colombia office to create an animal-safe aphrodisiac. I won regional recognition for outstanding creative ideas and pivotal thinking with my team's commercial work for clients like The Glenlivet, Royal Salute, and Martell.

### Associate Art Director Geometry Global Hong Kong

Aug 2015 – Jan 2017

As part of this team, I developed a strong activation and shopper foundation, where changing behaviour became the backbone of my work. "The Last Word" won over twenty industry awards including Grand Prix at the 2016 PMAAs. I also created and executed regional activation campaigns for clients like Johnny Walker House, Zespri, Coca Cola, and Ballantine's.

### Art Direction Intern The Laundromatte

April – June 2015

I was able to be part of large and small-scale video production. While assisting on-set and during post-production, I learned from different artists about the editing process.

### Peer Tutor Savannah College of Art & Design

Sept 2013 – June 2015

As a student, I tutored art history, drawing, design, and English composition. Along with individual sessions, I held presentation and writing skill workshops on campus.

### Art Direction Intern McCann Worldgroup Hong Kong

July – Sept 2014

I assisted the team with research, design, and execution of the "Life Well Travelled" rebranding campaign. I also worked on direct mail and print campaigns for brand collaborations like the annual Wine and Dine Festival.