



ART DIRECTOR

HI, I'M LEA.

AS AN ANTI-DISCIPLINARY ART DIRECTOR I CONNECT THE DOTS THAT OTHERS MISS.

I build bridges between progressive ideas, brands, and people — crafting visual narratives through photo, film, and brand spaces. Holistic experiences that move across mediums, connect digital and physical worlds, and leave impact beyond the brief.



+ 49 176 557 991 55

WWW.LEASIMON.COM

HELLO & LEASIMON.COM

TOOLS

Adobe InDesign, Illustrator, Photo-shop, Premiere CC | Midjourney | Keynote | Figma | Chat GPT

I SPEAK

german (native)
english (fluent)
spanish (conversational)

SKILLS

→ trend foresight & cultural sensitivity
→ creative ideation & narrative building
→ concept & campaign development
→ strategic storytelling & copywriting
→ art direction (photo & film)
→ on-set direction & production planning
→ post-production oversight
→ brand strategy & identity design
→ creative coaching & team alignment

EXPERIENCE

FREELANCE | ART DIRECTOR & BRAND STRATEGIST

2019 – present

Worked across concept development, visual identity and campaign direction for fashion and lifestyle brands including GmbH, Cheex and Clubcommission. Collaborated closely with founders and creative teams on projects from coaching to strategy and execution.

LUCKY 7 STUDIO | CREATIVE DIRECTOR & CO-FOUNDER

2022 – present

Co-founded a creative studio specialised in brand storytelling and digital-first production. Leading cross-functional teams and campaigns for clients like Wildling, Beat81, and Anekdot.

GOALGIRLS* | ART DIRECTOR

2023 – present

Worked on brand narratives, campaign ideation and conceptual storytelling and events for clients like Ecosia.

ARYS | CREATIVE DIRECTOR

2021 – 2022

Led brand relaunch and campaigns for Berlin-based premium techwear label. Oversaw full creative output, from campaigns to packaging.

CONVERSE EHQ | BRAND DESIGNER (FREELANCE & INTERN)

2017 – 2019

Campaign direction, styling concepts, installations & graphic design for European markets.

EDUCATION

MASTERS OF AI

AI Advanced Course

2025

BA INTERNATIONAL FASHION & BRANDING

(cum laude), Amsterdam Fashion Institute

2014-2019

NETWORK

With Lucky 7 Studio, I've built a strong network of stylists, set designers, photographers, producers, strategists, and cultural thinkers. Whether solo or with a team — I bring the right people together to make big ideas happen.

OFF BRIEF

→ community building with Lucky 7
→ curating events & exhibitions
→ contributing writer at GATA Magazine
→ designing costumes for film & music
→ finding focus at silent retreats