

SENIOR ART DIRECTOR · GENERATIVE AI

Mattias Husser

Paris, France
mattias.husser@gmail.com
www.mattiashusser.com



Senior Art Director with 10+ years of experience across visual design, hands-on production, and creative technology.
I work from concept definition to execution, shaping ideas collaboratively and staying closely involved in how they are built and delivered.
I use generative AI as a practical tool for ideation, exploration, and production when it adds real value.

Experience

Senior Art Director / Generative AI

McCann – Paris, France
2026 – Present

Creative role within the McCann Paris AI Lab, focused on generative AI, experimentation, and new production workflows. Supporting ideation, visual development, and brand production in collaboration with creative, strategic, and technical teams.

Senior Art Director

EssilorLuxottica – Milan, Italy
2023 – 2026

Art direction role across multiple EssilorLuxottica brands within the Creative Hub, combining visual development, generative AI experimentation, and creative workflows for luxury and med-tech projects.

Senior Art Director

Nikon-Essilor – Tokyo, Japan
2015 – 2023

Led art direction across global and local brand campaigns, shaping concepts and visual systems while staying hands-on across photography, video, digital design, and production.

Freelance Art Director / Creative

Worldwide
2009 – Present

Independent creative practice across art direction, photography, video, sound, and experimental visual projects, including generative AI-driven exploration.

Education

Generative AI program

MIAT – Multiverse Institute for Arts & Technology
2024

Advanced program focused on generative AI, creative technology, and experimental workflows within EssilorLuxottica's Creative Hub.

Bachelor's degree in graphic design

LISAA – Paris
2007-2009

Skills

Creative & Art Direction
Hands-on production (photo, video, sound)
Generative AI workflows and experimentation

Languages

French native · English fluent · Italian basic · Japanese basic

Tools

Adobe Creative Suite, Figma, generative AI tools, Logic Pro