

SENIOR ART DIRECTOR · GENERATIVE AI

Mattias Husser

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Senior art director with 10+ years of experience across visual design, production, and creative technology.

My work spans from concept development to execution, shaping ideas collaboratively and carrying them through to high-quality final delivery.

I use generative AI as a complementary tool to support ideation, exploration, and production when it adds real value.

Experience

Senior Art Director

EssilorLuxottica – Milan, Italy
2023 – Present

Senior art director working across multiple EssilorLuxottica brands, supporting the Creative Hub with a focus on generative AI.

Integrate generative AI into creative workflows to support ideation, visual development, and production efficiency.

Combine strategic art direction with hands-on execution across visual design, content creation, and creative technology.

Senior Art Director

Nikon-Essilor – Tokyo, Japan
2015 – 2023

Produced brand content for global usage across campaigns, digital platforms, and physical assets, ensuring consistency across markets.

Worked hands-on across art direction, photography, video, and digital design, in collaboration with internal teams and external agencies.

Freelance Art Director / Creative

Worldwide
2009 – Present

Independent creative work spanning art direction, photography, video, sound, and experimental projects, including generative AI-driven visual 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 and art direction
Concept development and visual storytelling
Generative AI workflows and experimentation
Hands-on production (photo, video, sound)

Languages

French native · English fluent · Italian basic · Japanese basic

Tools

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