



# Anastasija Labekina

Multidisciplinary Creative | Art Direction, Digital Design, Motion

📍 London, UK

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## Links

[Website](#)

## Languages

Lithuanian (Native)

English (Fluent)

Russian (Native)

## About

(Ana)stasija is a mid-weight multidisciplinary digital creative and art director. Working at the intersection of fashion, tech, art and contemporary culture, she fuses research-driven methods and design philosophy to craft innovative digital and physical experiences.

### BRANDS WORKED WITH

Creative for Genuinely Conscious

for Anon Magazine

for Fashion Scout

for Graduate Fashion Week

Beauty Papers

## Experience



### ● Graphic Designer

Beauty Papers | Jan 2024 - Feb 2024

I contributed to the development and execution of creative concepts for print and digital projects as a junior/middle-weight designer.

- Provided day-to-day consulting for the design team's ongoing projects, researched materials for the upcoming issue, and curated design inspiration boards.

- Collaborated closely with the Art Director on the forthcoming partnership with a cultural institution. Contributed to the development of concepts and building in-depth creative and technical proposals.

- Managed the execution of daily social content for the upcoming 'Artist' exhibition, contributed to the development of the social media feed based on existing content from archive issues.



### ● Lead Digital Creative

Fashion Scout | Dec 2022 - Mar 2023

I was in charge of leading digital creative direction for LFW events, overseeing content across all verticals and mentoring junior creatives.

- Developed and implemented a 360° vision for digital channels across two seasons, spearheaded website redesign, a newsletter redesign, enhanced daily social content execution and refined social media feed.

- Led the planning and execution of the "Creative DNA: Africa" event in collaboration with the British Council, managing partner communications, designing dedicated web pages, creating motion graphics for event projection screens, and providing visual direction for venue signage.

- Mentored the in-house creative team, collaborated with internal photographers and other creators to maximise event coverage.



### ● Digital & Content Designer

Fashion Scout | Sep 2022 - Dec 2022

Delivered intended lifestyle social content for Instagram and TikTok, managing production, editing, and copywriting tasks. Supported the Art Director in optimising newsletter design and collaborated with a broadcast company to facilitate live streaming for the Fashion Film Festival.



### ● Production Assistant

The Graduate Fashion Week | Sep 2020 - Sep 2020

Supported production and ad hoc, collaborating closely with the filming crew and stylists.



## ● Art Director & Contributor

anonstyle | Feb 2020 - Jun 2021

I led creative initiatives for a student-run magazine, driving web design rebranding and publication social content enhancement, along with impactful content roll-out across all digital channels.

- Spearheaded the magazine's visual identity and website redesign, providing inspiration boards and visual proposals for both creative and technical aspects of the redesign.

- Executed intended web design on Wix using custom HTML and CSS, optimising and uploading content.

- Conceptualised editorial ideas, created mood boards, oversaw studio production, post-production, and prepared content for socials, including copy.

## Education & Training

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2024 - 2024

### ● CHThirteen

Mentorship Programme, Creative Coding

2023 - 2023

### ● UAL

Certificate, Art History

2018 - 2021

### ● Solent University

BA Fashion Creative Direction,