



Anastasija Labekina

Multidisciplinary Creative | Art Direction, Digital Design, Motion

📍 London, UK

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Links

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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 'Artlist' 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

2024 - 2024

● CHThirteen

Mentorship Programme, Creative Coding

2023 - 2023

● UAL

Certificate, Art History

2018 - 2021

● Solent University

BA Fashion Creative Direction,