

ANOULACK SITTHISACK

CREATIVE DESIGNER • BRAND & DIGITAL PRODUCT DESIGNER • AI-DRIVEN CREATIVE TECHNOLOGIST

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PROFESSIONAL SUMMARY

Entrepreneurial creative leader with 10 years of experience building end-to-end brand, digital, and content ecosystems for global media and technology organizations. Proven track record helping found and scale a digital platform from zero to launch — owning brand strategy, product design, full-stack web development, and AI-driven content production. Combines a designer's eye with a builder's technical fluency across web development, e-commerce, automation, and generative AI tooling to ship polished, revenue-ready digital products.

PROFESSIONAL EXPERIENCE

Creative Designer & Full-Stack Web Designer — *FuturevisionAI.us*

2025 – Present

Paris | Early-stage venture — helped establish and build an AI/cybersecurity media & training platform end-to-end (0 to 1)

- **Flagship End-to-End Build:** Joined as Associate Founder and personally built the platform's entire creative and technical foundation from the ground up, owning brand identity, UX/UI design, front-end engineering, content strategy, and go-to-market execution.
- **Brand & Art Direction:** Designed the complete brand identity and art direction — logo system, visual language, and design guidelines — establishing a cohesive, premium aesthetic across web, social, and product touchpoints.
- **Web Engineering:** Engineered a high-performance website using a modern AI-assisted development workflow (Cursor, GitHub, Astro, Netlify), delivering a fast, scalable, and maintainable production site without a traditional dev team.
- **Interactive Learning Product:** Designed and built a gamified, spaced-repetition CISSP exam simulator (80 scenario-based questions) with client-side progress tracking, adaptive per-domain diagnostics, and pass-likelihood scoring — combining front-end product engineering with instructional design.
- **Monetization & Lead-Gen Automation:** Structured a tiered subscription funnel (3 pricing plans plus a paid consultation product) and a Lemon Squeezy-gated paywall unlocking the exam simulator. Every entrant's data is captured directly into Airtable as a lead record, triggering automated Resend transactional emails at two key moments — a PDF cheat sheet the instant the exam starts, and a personalized diagnostic report and certificate the moment it's completed.
- **Content Intelligence Aggregation:** Built a live, multi-source cybersecurity news aggregator pulling and categorizing daily updates from The Hacker News, BleepingComputer, Dark Reading, SecurityWeek, and Krebs on Security, tagged by topic (CISSP / CISO / IAM) and structured for AI-generated summarization.
- **AI-Powered Content Production:** Scaled high-quality content production by integrating advanced AI tools — Claude, Midjourney, Heygen, and Artlist.io — across writing, imagery, voice, and video, dramatically compressing production timelines versus traditional agency workflows.

Art Director / Content Creation Lead — *CMI Media*

2018 – 2025

Paris • Madrid • Barcelona

- **Art Direction & Production:** Directed and produced large-scale video content for high-profile special operations on ELLE.fr, managing projects end-to-end from concept and shoot through post-production and delivery.
- **Cross-Market Leadership:** Led creative and editorial execution across three international markets (France, Spain), coordinating cross-cultural teams and adapting content strategy to local audiences while maintaining a unified brand voice.
- **Digital Content Strategy:** Owned end-to-end video editing and post-production for social-first digital campaigns, consistently delivering under tight editorial deadlines for a top-tier fashion and lifestyle media brand.
- **Stakeholder Partnership:** Built durable client and agency relationships over a 7-year tenure, becoming a trusted creative partner for a major French media group's flagship digital operations.

Graphic Designer — *Lagardère*

2016 – 2018

Paris

- **360° Campaign Design:** Designed print and digital assets supporting fully integrated 360° advertising campaigns, ensuring brand consistency across every channel and touchpoint.
- **Digital & Social Assets:** Created visual content for social media, mini-sites, and email marketing campaigns, translating brand guidelines into channel-specific creative executions.
- **Cross-Functional Collaboration:** Collaborated closely with marketing and account teams to translate campaign briefs into on-brand visual solutions under fast-paced production timelines.

CORE SKILLS

Design & Brand: Brand Identity, Art Direction, Photoshop, Illustrator, InDesign, Figma, Adobe XD

Web & Tech Stack: Webflow, Astro, Cursor (AI-assisted coding), GitHub, Netlify, SEO, Resend, LemonSqueezy, Airtable, Beehiiv

Product & UX Systems: Gated Paywalls & Lead-Capture Funnels, Client-Side Progress Tracking, Adaptive Diagnostics, Testimonial Collection Flows

Video & Motion: After Effects, Premiere Pro, Final Cut Pro, DaVinci Resolve, Motion Design

AI Tools & Automation: Claude, Midjourney, Heygen, Artlist.io, AI-Driven Content Production Workflows

Languages: French (Native), English (Professional Working Proficiency)

EDUCATION

Master's Degree (M1 & M2), Digital Strategy — <i>IESA Multimedia, Paris</i>	2014 – 2016
Bachelor's Degree, Communication — <i>SUP DE COM, Paris</i>	2012 – 2014