

GIORGI POPIASHVILI

Professor | Artist | Film Director
Art Director | Graphic Designer

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PROFESSIONAL SUMMARY

A multidisciplinary creative professional with extensive experience in film direction, art direction, and graphic design. Passionate about visual storytelling in all its forms, from advertising and branding to filmmaking. A recognized industry leader with award-winning work at international festivals, including Cannes Lions, Art Directors' Club Europe, London International Award and Epica Award. Dedicated educator and mentor, shaping future creative talent as a professor at Georgian Institute of Public Affairs.

WORK EXPERIENCE

Freelance Creative, Artist & Film Director (2015 – Present)

- Directing and producing films, commercials, and creative projects.
- Collaborating with international brands and agencies.

Board member @ Design Institute Tbilisi

Professor @ Georgian Institute of Public Affairs (GIPA) (2015 – Present)

- Teaching courses on art direction, storytelling, and portfolio development.
- Consulting on the development of the bachelor's program.

Founder / Managing Director @ Miami Ad School Tbilisi (2020 – 2022)

- Acquired franchise rights from Miami Ad School Europe.
- Established local infrastructure in Georgia.
- Successfully launched the school and mentored two student cohorts.
In 2022, due to the pandemic, the school had to close.

Creative Director @ JWT Metro, Tbilisi (2013 – 2015)

- Led creative strategy and execution for national and international clients.

Lecturer @ Miami Ad School, Berlin (2013 – 2014)

Founder & Creative director of advertisign agency SIM, Tbilisi (2007-20013)

- Built and managed an independent creative agency.

Art Director @ BBDO, Moscow (2006-2007)

- Working on the agency's biggest clients such as Wrigley, Beeline, Greenpeace.

Graphic Designer @ Design Studio Art Lebedev, Moscow (2005-2006)

Freelance Graphic Designer, Tbilisi (2003 – 2005)

Graphic Designer @ Advertising Agency Sarke, Tbilisi (2003 – 2005)

In 2013, as part of my program at Miami Ad School Europe, I completed an art director **internships at:**

- **Saatchi&Saatchi Berlin**
- **BBDO Proximity Berlin**
- **JvM Hamburg**

EDUCATION

- **New York Academy of Art** (2024-2026) – Master of Fine Arts.
- **Miami Ad School Europe, Hamburg** (2011 – 2013) – Art Direction.
- **Georgian Technical University, Tbilisi** (2003 – 2005) – Industrial Design.
- **Georgian Technical University, Tbilisi** (2000 – 2003) – Architecture.

JURY COMMITTEE MEMBER

- **Forbes Georgia** - 30 Under 30 - Member of Jury Team.
- **Cannes Lions Georgia** - Member of Design Jury Team.
- **Cannes Lions Georgia** - Member of Print Jury Team.
- **Cannes Lions Georgia** - Head of the Print Jury Team.
- **Ad Black Sea** - Member of Creative Jury Team.
- **Kiev International Advertising Festival** - Member of Print Jury Team.
- **GIPA Portfolio Review** - Portfolio Reviewer.

SPEAKER

- **Pakhuis de Zwijger Amsterdam, Creativity & Generation Next**
- **Behance Portfolio Review**
- **Spotlight Georgia**
- **Indigo Design Award**
- **Fuckup Nights Tbilisi**

AWARDS & RECOGNITIONS

- **Cannes Lions International Festival of Creativity** Silver – Best Use of Advertising Event
- **Cannes Lions International Festival of Creativity** Silver – Best Use of Mobile Device
- **ADCE (Art Directors Club Europe)** Silver – Film & Radio (Sound Design – Music & Sound)
- **London International Awards (LIA)** Silver – Film (Music & Sound)
- **Ad Black Sea** Gold – Film
- **Ad Black Sea** Gold – Film (Music & Sound Design)
- **Moscow International Advertising Festival** Gold – Print
- **Epica Awards** Silver – Print
- **KIAF (Kiev International Advertising Festival)** Silver – Print
- **KIAF (Kiev International Advertising Festival)** Bronze – Print
- **KIAF (Kiev International Advertising Festival)** Best of Show – Design

Shortlists & Merits:

- **Cannes Lions International Festival of Creativity** – Media
- **Eurobest** – Media
- **Golden Drum** – PR
- **Ad Black Sea** – Best Idea Contest
- **KIAF** – Media
- **ADC Young Guns** – Print

SKILLS & EXPERIENCE

Film Directing & Production / Art Direction & Creative Strategy / Managing creative teams / Graphic Design & Branding / Advertising / Visual Storytelling / Creative Education & Mentorship / Painting

LANGUAGES

- **Georgian** – Native
- **English** – Fluent
- **Russian** – Fluent

REFERENCES

- **Niklas Frings-Rupp** – Founder & Former Managing Director at Miami Ad School Europe, Hamburg.
niklas@asknik.online
- **Diego Fonseca** – Associate Creative Director, New York.
hello@diegof.com