

GIORGI POPIASHVILI

Professor | Artist | Film Director
Art Director | Graphic Designer

gpopiashvili@creative.ge
giorgi.popiashvili@student.nyaa.edu
+995 595 977791

www.popiashvili.com



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 and others. Dedicated educator and mentor, shaping future creative talent as a professor at Georgian Institute of Public Affairs.

WORK EXPERIENCE

2015 – Present Freelance Creative, Artist & Film Director

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

2024 – Present Board member @ Design Institute Tbilisi

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

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

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

- *Acquired franchise rights from Miami Ad School Europe.*
- *Established local infrastructure in Georgia.*
- *Successfully launched the school and mentored two student cohorts.*

2013 – 2015 Creative Director @ JWT Metro, Tbilisi

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

2013 – 2014 Lecturer @ Miami Ad School, Berlin

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

- *Built and managed an independent creative agency.*

2006-2007 Art Director @ BBDO, Moscow

- *Working on the agency's biggest clients such as Wrigley & Greenpeace.*

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

2003 – 2005 Graphic Designer @ Advertising Agency Sarke, Tbilisi

INTERNSHIP

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

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

EDUCATION

- **New York Academy of Art / New York, US** (2024-2026) – Master of Fine Arts.
- **Miami Ad School Europe / Hamburg, Germany** (2011 – 2013) – Art Direction.
- **Georgian Technical University / Tbilisi, Georgia** (2000 – 2005) – 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