



*Conceptual creative with over twelve years experience
developing 360° programs.*

CONTACT

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gilliansalit.com

EDUCATION

Full Sail University
MFA, Media Design and Brand Strategy
2009 – 2010

Syracuse University
BFA, Communications Design
2001 – 2005

ACHIEVEMENTS

3MM video views during the first week
of the *Voya Born to Save* campaign.

2MM video views during the first week after
the *Avon Representative Recruitment* campaign
was launched.

United States Patent for “Feature Sensitive
Captioning of Media Content” with Disney
Enterprises, Inc.

EXPERIENCE

Associate Creative Director (Contract). Peppercomm.com, 11.16 – 01.17

Provided creative direction for the 2017 ‘AVON 39 The Walk to End Breast Cancer’ campaign. Wrote spec documents and creative briefs for casting, wardrobe, lighting, creative and photo editing. Attended video edits, photoshoots, and sound mixing. Developed corresponding assets to live alongside the “Warriors Wanted” campaign. Oversaw and provided direction for the launch of the rebranded website which included the homepage, city-specific landing pages, and registration flow for new participants.

Brands included AVON 39.

Senior Art Director (Contract). POSSIBLE, 08.16 – 09.16

Art-directed multimedia collateral. Curated an online repository of brand assets to distribute to third-party vendors and the client. Prepared client presentations. Worked alongside creative director and partnering copywriter.

Brands included Petfinder, Purina Pro Veterinary Diets, and Xolair.

Senior Art Director (Contract). iCrossing, 02.14 – 07.16

Managed creative for multiple brands at one time. Guided and motivated others with ideas and recommendations in order to improve creative deliverables and concepts. Collaborated daily with a partnering copywriter. Prepared concepts and creative deliverables and presented to clients. Worked closely with members of the senior leadership, strategy, account, and project management teams. Provided leadership to lower level creatives as well as mentored interns.

Brands included Voya, TD Bank, Humana, LEGO, Amazon, and Avon.

Art Director (Contract). VML, 01.14 – 02.14

Evaluated previous marketing and campaign strategies for the True Harvest brand. Researched the competitive environment. Contributed creative thinking during brainstorming sessions and creative reviews. Communicated with the account and strategy teams to develop a new look and feel that was interesting and relevant.

Brands included True Harvest.

Senior Interactive Designer (Contract). Wonderful Company, 10.13 – 12.13

Ensured that the Justin Winery website met user and business objectives while maintaining and supporting the company’s initiatives. Converted a desktop website into responsive, e-commerce website. Served as the conduit between the creative director and the development/engineering team.

Brands included Justin Winery, Pom Wonderful, Wonderful Pistachios, FIJI Water, and Teleflora.



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AWARDS

Course Director Award
Full Sail University
“Embodying the true spirit
of design integration”, 2010

Two Silver REGGIE Awards
recognizing integrated marketing
“Dove Self-esteem”, 2008

ORGANIZATIONS

AIGA
The One Club
212NYC
The Advertising Club of New York
National Storytelling Network
AWNY
DOROT
Step Up
Ladies Get Paid

EXPERIENCE — CONTINUED

Senior Product Designer. Disney Interactive, 07.12 – 10.13

Designed product features, logic, and general interactivity. Created narratives, personas, and use cases to be used while creating new web and mobile experiences. Worked with UI team to develop a cohesive, strategic UI system. Conducted user tests to fully gauge effectiveness of new designs. Managed an iterative design cycle. Developed and tested multiple prototypes to evaluate navigational structure, appearance of screens, and effectiveness of tools. Prepared detailed specification/annotation documents.

Brands included BabyZone.com, Spoonful.com, DisneyBaby.com, Go.com, and Babble.com.

Senior Interactive Designer. Magento, Inc., 03.11 – 12.11

Coordinated presentation design and event production for Magento's own industry conference. Developed and enforced brand guidelines, strategic parameters, and creative concepts. Created an internal process and departmental structure. Managed internal designers and international developers. Designed and produced all materials necessary for events and tradeshow.

Brands included Magento, Magento Go, and Magento U.

Senior Strategic Graphic Designer. Lunchbox, 07.08 – 06.09

Conceptualized and executed print advertising, promotions, digital and in-store advertising. Ensured brand consistency. Designed, brainstormed, storyboarded and wireframed to meet clients' marketing objectives. Managed studio mechanical artists, vendors, and designers.

Brands included Walmart, Walmart Soundcheck, and Unilever.

Circle One Marketing. Art Director 07.05 – 04.08

Managed a team creatives. Interacted extensively with client beyond and including presentation of creative. Researched and developed brand look and feel. Managed studio mechanical artists, vendors, and designers. Managed photo shoots, interactive development and radio recording sessions.

Brands included Sunoco, Tastykake, Kobrand, and Massimo Zanetti.