

**Miles Gilbert**  
Art Director & Designer

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## Experience

### **R/GA Austin**

2018 – Present

#### **Senior Art Director**

Lead creative development of national and global campaigns for Crocs, RaceTrac, and Frito-Lay brands. Worked closely with strategy teams to apply research-driven insights to breakthrough creative across a wide variety of channels such as Instagram, Facebook, and Twitter. Partnered with new business teams to pitch and win new clients for a small, growing agency.

### **T3**

2016 – 2018

#### **Senior Art Director**

Partnered with user research to elevate user experience design across Allstate's digital products and developed new, innovative products to address the changing landscape of the insurance industry. Worked closely with strategy teams to craft the messaging around said products to bring them to market.

Participated in design sprints and several client-facing workshops to create innovative product prototypes in as little as 10 hours. Mentored junior designers to create a collaborative and inclusive culture of design criticism and iterative experimentation.

### **BBDO**

2011 – 2016

#### **Senior Art Director**

Worked closely with clients and partner agencies to launch and implement a global rebrand for HP. This comprehensive design system introduced an entirely new visual vocabulary for the company. From typography to photography, this new system united HP's voice across the globe in digital, print, TV, social, and out of home campaigns.

Created online content and lead digital teams in the development of global and national campaigns for ExxonMobil, Mobil 1, Lowe's, and the ALS Association of New York.

### **Ogilvy**

2008 – 2011

#### **Art Director**

Lead creative development of the IBM Watson identity. Work included a physical installation for use on Jeopardy, an identity which is still in use today, a global digital/TV/print campaign, and the design and launch of ibmwatson.com.

Helped launch IBM's award-winning Smarter Planet campaign, creating an entirely new branding system for use in digital, print, and TV campaigns across the globe.

## Education

### **RISD**

2004 – 2008

Earned a BFA in Graphic Design from the Rhode Island School of Design.

## Skills

I'm fully versed in Sketch, Invision, Zeplin, and the Adobe Creative Suite. I have hands on experience using Javascript, CSS, HTML, and Github to create working product prototypes and my own side projects.