

Hi, I'm Miles Gilbert.

I'm an award-winning art director with a focus on visual design and technology. I work in the space between these two disciplines to change the way people interact with the world around them.

WHERE I'VE WORKED

BBDO

2011 – Today

Senior Art Director

Worked closely with clients and partner agencies to launch and implement a global rebrand for HP. Work included the art direction of an entirely new visual vocabulary for the global 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.

Designed and developed global campaigns for Mobil 1 across digital, social, TV, print, and out of home.

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 & Mather

2008 – 2011

Art Director

Helped launch IBM's globally recognized and award-winning Smarter Planet campaign. Work included art direction of an entirely new branding system used in digital, print, out of home, and TV campaigns across the globe.

Lead creative development of the Watson Avatar – a data-driven, visual representation of the massively successful cognitive computing system developed by IBM. Implementation of the system included a physical installation for use on Jeopardy, global TV, print, out of home, and the design and launch of ibmwatson.com.

Other projects included digital campaigns for Fanta, Coke, and the United Nations.

Segal & Savad

Summer 2006, 2007

Designer

Designed brand identities for retail and non-profit companies. Developed print collateral for clients such as Samsung, Outside Magazine, and Travel + Leisure.

WHERE I'VE STUDIED

RISD

2004 – 2008

I hold a BFA in Graphic Design from the Rhode Island School of Design and graduated with honors. My graduation project, *Interactive Drawing Machines*, was recognized as Outstanding Senior Thesis Project by the school.

HOW I MAKE THINGS

I'm fully versed in Sketch and the Adobe Creative Suite. I have hands on experience using GitHub, CSS, HTML, Javascript, and Processing.

HELLO, MILES!

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