Gillian Salit

Creative Director | Brand, Campaign & Digital

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Professional Summary[1]

Creative director with 15+ years turning bold ideas into work people remember across brand identity, digital, social, video and experiential. Lead strategy, storytelling and hands-on execution for global brands, and teach typography and design at FIT.

Selected clients: Google Cloud, Disney, LEGO, Dow Jones, Avon, Voya and Bayer

Highlights: 30,000+ attendees at GCN '24 · 20,000 sq ft Prince exhibition · U.S. patent co-inventor

Professional Experience[1]

Senior Consultant | Opus Hours

Aug 2026 – Present | Freelance

- Helped shape the proposal for **N.Y.C. Groceries**, a citywide grocery initiative, framing how the brand could come to life in stores and refining the pitch's visual storytelling

Creative Director | gilliansalit.com

May 2018 – Present | Self-employed

- Directed creative development and production for **three Google Cloud Next 2024 experience zones** at Mandalay Bay, welcoming 30,000+ attendees and 2,500+ partners over three days
- Increased employee engagement **8.3% at Dow Jones** through an internal newsreel program and microsite that improved real-time communication

Adjunct Professor | Fashion Institute of Technology

Aug 2021 – Present | Part-time

- Teach **Computer Typesetting and Design**, covering digital illustration, print layout and typography from fundamentals through production-ready files
- Develop the syllabus, lectures, assignments and studio-style critiques; guide portfolio-ready projects and mentor early-career designers

Associate Creative Director | Arnold Worldwide

May 2024 – Jul 2026 | Full-time

- Led creative development and execution of Philip Morris International's **"No New Smokers" global strategy**, sharpening its message and social-responsibility positioning
- Produced activations in **Miami and Nashville**, leading international teams on live experiences featuring LCD Soundsystem, Ms. Lauryn Hill and Wyclef Jean

Creative Director | Wit+Mind

Jul 2020 – Feb 2024 | Contract

- Increased **Party City same-day delivery orders 15%** by transforming a legacy service into a digital, contact-free experience with curbside pickup and real-time chat
- Virtualized the **FinancialForce Summit**, attracting 5,000+ attendees and earning a 93% positive rating

Creative Director | Makeable

Jul 2016 – Feb 2024 | Freelance

- Led the **ICSC rebrand and storytelling strategy**, increasing brand awareness 13% in six months through a unified brand system
- Guided brand positioning, campaigns and experience design for organizations including Girl Scouts of America, West Elm, Wipro and The LaGuardia Partnership

1. https://www.linkedin.com/in/gilliansalit/

Professional Experience, continued[1]

Senior Art Director | POSSIBLE
Aug 2016 – May 2018

- Spearheaded **Petfinder's visual rebrand** with hero and teaser videos, animated GIFs and conference collateral
- Improved **Bayer's digital and e-commerce experiences** through brand redesigns and conversion-focused content; developed pitch-winning creative across its household brands

Senior Art Director | iCrossing
Feb 2014 – Aug 2016 | Contract

- Generated **3M+ first-week views for Voya's "Born to Save"** and 2M+ for Avon's national recruitment campaign
- Led concept-driven video, social, digital and photography work for LEGO, Avon, Amazon, TD Bank, Humana and Voya

Contract Art Director | VML
Jan 2014 – Feb 2014

Concept and execution for the True Harvest rebrand.

Interactive Designer (Contract) | Wonderful Company
Oct 2013 – Dec 2013

Connected creative direction and development for brands including POM Wonderful, FIJI and Teleflora.

Senior Product Designer | Disney Interactive
Jul 2012 – Oct 2013

Designed product features, narratives and interaction; led iterative design, user testing and detailed specifications.

Senior Interactive Designer | Magento Commerce, An Adobe Company
Mar 2011 – Dec 2011

Presentation design, event production, brand guidelines and team management for Magento, Magento Go and Magento U.

Senior Strategic Designer | Lunchbox
Jul 2008 – Jun 2009

Print, digital and in-store campaigns for Walmart and Walmart Soundcheck; managed artists, vendors and designers.

Art Director | Circle One Marketing
Jul 2005 – Apr 2008

Led creative teams, brand development and client presentations; managed photo shoots, interactive work and radio sessions.

Education[1]

MFA, Media Design

Full Sail University · 2009 – 2010
Course Director Award, 2010

BFA, Communications Design

Syracuse University · 2001 – 2005
Assisted in forming the pilot London design study-abroad program

Patent[2]

U.S. Patent 8,989,490

Feature sensitive captioning of media content
Co-inventor · Disney Enterprises, Inc.
Granted March 24, 2015

Skills[1]

Creative Direction · Art Direction · Creative Strategy · Brand Development · Branding & Identity · Multi-Platform Campaign Development · Integrated Marketing · User Experience Design · Typography

1. https://www.linkedin.com/in/gilliansalit/
2. https://patents.justia.com/patent/8989490