



Gil Juarez

Creative Design

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Big picture, hands-on creative designer, strategic thinker, and inventive visual storyteller, with over three decades of digital design experience in a variety of lead creative roles, possessing a broad range of creative, technical, and managerial skills.

PROFESSIONAL EXPERIENCE

04/21 - PRESENT

SENIOR ART DIRECTOR / MACH49

Mach49 helps Fortune 500 and Global 1000 companies unlock new disruptive growth through Venture Building and Venture Investing. As Senior Art Director on the Creative + Communication team, I helped develop those C+C strategies for Mach49 and the Client Venture teams.

Highlights included:

- Collaborating with a team from Hitachi (web producer, developer, and brand officer) to design the ZeroCarbon website for Hitachi's Sustainability Net Zero initiative, providing page prototypes designed and built in Sketch, along with creating producing a hero video for the website's homepage.
- Creating the full spectrum of visual brand solutions for PortfolioT, a design and communications firm dedicated to an overseas client that provides digital solutions on a global scale. Spearheading a team of designers, solutions included website design, recruitment video production and motion graphics, exhibition design and production, social media banner and post designs, and creating and designing the brand guidelines.
- Designed and developed the digital branding identity for CQuel, a software platform to help firms decarbonize real estate, launched by Hines Global Ventures, the venture arm of leading worldwide real estate company Hines.

Job duties included:

- Assist in developing the Mach49 brand and style guide for consistent usage.
- Develop public-facing online experiences, including the website, brand guidelines, social media, video/motion graphics, email campaigns, newsletters, and other lead generation programs.
- Assist the Director of Content in bringing together our methods, tools, exercises and learning materials into a clean, consistent, compelling package that will become the basis of a digital playbook.
- Work with Partners and external business development partners, to deliver visually modern and concise project proposals for clients.
- Operate as a resource to the C-Level executives to support keynote speeches and appearances at industry events.
- For client venture teams, collaborate with team UX/UI designers to develop any branding, websites, and marketing materials the teams need during their Incubation, and follow-on Acceleration.

02/16 - 06/20

CREATIVE MANAGER / ENTERTAINMENT PARTNERS

As creative lead for this global leader in entertainment payroll and digital integrated production management solutions for the movie and television industry, I guided all brand-centric creative projects from conception through to execution, production and all departmental processes, to ensure brand consistency throughout all internal and client-facing visual communications.

Highlights included:

- Led the creative direction and design of SmartStudio, EP's flagship product suite of digital applications, which was a 360-degree large-scale, multi-channel series of marketing campaigns that encompassed a full range of deliverables; led every component of creative project management, from research, conceptualization, design, and production, to final implementation across all touch points.
- Created the base content and all visual deliverables for the very successful "W-2 Online" campaign, increasing user engagement from external clients by over 20 percent from the previous year.
- Created a logo, guidebook, brochures, poster, motion graphic spots, and other marketing campaign graphics for the annual ACA Open Enrollment campaign, which resulted in overall 97.5-percent employee engagement, up over 10 percent from the previous year.
- Designed all brand visuals and custom-coded the HTML/CSS for the responsive email templates of a broad-ranging series of emails for CASHét, an online payment app, for the launch of their exclusive partnership with Entertainment Partners, resulting in extensive brand awareness for CASHét throughout the entertainment production industry.
- Collaborated with the Communications team in creating the visual narratives for the company's social media platforms; as a result, significantly increased followers, likes, and views. Created and designed a monthly comprehensive infographic to show the metrics in a reader-friendly, visually-digestible way for the Executive team.

02/13 - 06/16

SENIOR ART DIRECTOR / KABBALAH CENTRE INTERNATIONAL

Oversaw and led the design of a comprehensive variety of online and print materials for this global non-profit organization, including posters, flyers, logos, responsive HTML newsletters, and email campaigns. Supervised and mentored a team of junior designers and production personnel through various creative and technical initiatives.

Highlights included:

- Designed and collaborated in the implementation of UI/UX for the front end of the Centres' new Media Request Center, an online portal where clients worldwide go to request, select, and edit their print and online projects; initial use results showed an average increase in project turnaround (from request to delivery of all project assets) of 2-days, based on a project turnaround average of 5 business days.
- Redesigned the Centres' bi-annual, 64-page magazine; art directed and designed the editorial components on the next four issues.
- Redesigned and custom-coded the updated responsive HTML email newsletter templates for all Centre city affiliates.
- Designed the UI/UX for the mobile app version of a daily devotional prayer.

05/03 - 06/13

CREATIVE DIRECTOR / REV DESIGN INTERNATIONAL

Launched an independent creative design agency to provide a full range of creative services to an international clientele, each with culturally unique design requests. Handled every facet of design and production, branding initiatives, project management, and client relations.

Highlights included:

- Designed and developed complete brand identity and all print and online marketing assets for DijlaNet – Iraq's premiere Internet services provider, instrumental in driving DijlaNet to number one in consumer market awareness, and number one in total business subscribers; designed and collaborated on the front-end development of the company's website in English and Arabic.
- Successfully developed full-scale branding identity systems for a diverse set of start-ups in a variety of languages, including Arabic, French, Mandarin, and Spanish.

CREATIVE EXPERTISE

- Development and Design of Comprehensive Brand Identity Systems
- Crafting 360-degree Integrated Visual Campaigns
- Logo Design/Development
- Typography/Custom Type Design
- Motion Graphics and Video Editing
- Digital and Print Marketing Collateral Design and Production
- Art Directing Photo and Video Shoots
- Long-form Print Design, Layout, and Production (Magazines, Annual Reports, Guides, Booklets)
- Social Media Campaign Content Development and Design
- HTML/CSS Development
- Responsive Email Design, Layout, and Development
- UI/UX and Prototyping
- Digital Signage Design and Implementation

TECHNICAL EXPERTISE

- **Adobe Creative Cloud**
 - Photoshop
 - Illustrator
 - InDesign
 - After Effects
 - Premiere Pro
 - Media Encoder
 - Audition
 - Lightroom
 - Acrobat Pro
 - Bridge
- **Prototyping Design/Layout**
 - Sketch
 - Figma
- **Presentation Design/Layout**
 - Keynote
 - Powerpoint
 - Google Slides
- **Email Design/Marketing**
 - Mailchimp
 - Constant Contact
- **3D Design/Modeling**
 - Cinema 4D
 - Blender
- **Generative AI Concepting/Design**
 - Adobe Firefly
 - ChatGPT
- **HTML/CSS Web Development**
 - Sublime Text
 - Webflow
- **Video Transcoding/Conversion**
 - Handbrake
 - Shutter Encoder
- **Design Collaboration/ Sharing**
 - Miro
 - Frame.io (Video)

EDUCATION

UNIVERSITY OF ARIZONA, Tucson, AZ.

Bachelor of Arts Degree (Incomplete)
Studio Art/Graphic Design Program

PROFESSIONAL REFERENCES

Available upon request.