



TORY GILLETTE

JACKSONVILLE BEACH, FL
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SENIOR ART DIRECTOR | ON IDEAS (2017 - PRESENT) JACKSONVILLE, FL

Develop complete campaigns from concept to full design executions of video, print, out of home, social and digital experiences. Build brand identity systems including name generation, logo development and style guides. Create and present concepts for large campaigns. Collaborate with a diverse group of team members and outside vendors.

DESIGN TEAM MANAGER | SOUTHEASTERN GROCERS (2016 - 2017) JACKSONVILLE, FL

Manager and Art Director of eight designers for the second-largest conventional supermarket in the South East. Responsible for conceptualizing and implementing creative concepts and design solutions for all retail, point of sale and corporate marketing materials. Produce and present accurate design work from concept to final execution in a high volume, fast paced environment. Work collaboratively with other marketing and business functions, ensuring all brand guidelines, deadlines and production specifications are met.

ART DIRECTOR/DESIGNER | FREELANCE (2015 - 2016) JACKSONVILLE, FL

Developed conceptual direction and execute designs for projects that include print, digital, and brand identity. Independently work with small businesses, nonprofit organizations and agencies.

SENIOR GRAPHIC DESIGNER | BIG RIVER ADVERTISING (2008 - 2015) RICHMOND, VA

Developed compelling visuals and user experiences across a variety of media. Collaborated with all members of the team on the development of branding and advertising materials. Prepared and presented client creative presentations. Inspired, managed, and designed alongside a team of graphic designers. Worked effectively with external vendors and internal colleagues to complete projects on time and budget. Projects include: corporate branding/identity systems; logo creation; graphic standards manuals; direct mail; print advertisements; packaging; point of sale; photography; environmental signage; retail graphics; outdoor signage; web design; social media.

DESIGN SKILLS

Campaign Development: Develop complete campaigns starting from presentation of concepts to full design executions. Includes video, print, out of home, social and digital experiences.

Brand Identity: Naming, logo design, identity development, strategy and brand book creation.

Print: Experienced at commercial printing and high levels of retail in-store signage. Create customer journeys and bay/aisle footprints for retail and grocery.

Interactive/Digital: Create UI/UX for landing pages, websites and email marketing. Create digital display HTML ads, social content and calendars for multiple channels. Animate graphics for digital display ads and social content.

Video: Concept and storyboard video content. Provide art direction on video, wardrobe, music and talent. Generate graphics, illustrations and animated frames for production.

CLIENTS

Winn-Dixie, The Virginia Lottery, Anthem Blue Cross Blue Shield, Walmart, Johnson & Johnson, Capital One, Closetmaid, Charlestowne Hotels, Southerly, NGA Human Resources/ Alight, Chapters Health System, Enmarket, 9Round Fitness, All Faiths Food Bank, Vystar.

EDUCATION

Emory & Henry College
B.A., Art (Graphic Design)

Certifications:
Heidelberg Prinect,
General Assembly, UX Circuit

SOFTWARE

Proficient:
Illustrator, Photoshop,
InDesign, Acrobat,
After Effects, Figma, InVision
Google Web Designer

Knowledgeable:
HTML, CSS, WordPress, Sketch