

# DOUGLAS GILBERT

Web and Graphic Design

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## EXPERIENCE

### Creative Director/Principal

#### Douglas Gilbert Creative – Williamstown, MA November 2007 to Present

Web and print design studio. As such acted as consultant for the clients/projects mentioned below.

- Presentations of design that consistently met or exceeded client objectives.
- Pitched concepts to clients that generated business opportunities.
- Branding solutions that took clients from 0-60 in their industry within the first year.
- Nurtured brand consistency for clients for 10 years plus.
- Liaised between client in-house creative and executives for overall harmony and increased productivity.

### Art Director/ Consultant / Graphic Designer

#### Company Confidential – New York, NY November 2012 to March 2022

London based pharmaceuticals e-commerce site built on ColdFusion platform.

- UX/UI for e-commerce website, intranet, and extranet.
- Collaborated on marketing collateral, print and digital including email campaigns.
- 20% increase in online store independence through UI/UX redesign.
- Redesign of extranet, 20% increase user independence and overall increase in company efficiency.
- Created a more intuitive UI for intranet, for more efficient workflow and faster staff training.
- 30% growth of customer base with branding update and design.

### Art Director, Consultant

#### Pavaline Studios – New York, NY April 2008 to November 2012

Television and movie studio in NYC.

Look and feel of Pavaline Studios for online and print materials. Packaging and presentation of 20+ television productions.

- Liaised with principals and producers to develop brand and marketing (digital and print) materials.
- Created market interest both in the public and industry sectors.
- Online presentation concepts which directly attributed to receiving coveted television network meeting.
- Promotions that lead to industry interest.
- Worked with head developer to create on-brand online video presentations.
- Co-developed email campaigns, established content sources for the studio.
- Initiated photography used to garner interest in projects and in the studio.

### Art Director

#### E-HAUS LLC – Los Angeles, CA June 1998 to November 2007

Co-creator / Art Director of premier Los Angeles based "New Media" Design firm specializing in web and print media.

- Presented concepts and designs that surpassed client marketing goals and objectives.
- Managed team, working on multiple projects to ensure timely deliverables.
- Developed strategic plans for new business venues.
- Proposed concepts to clients which tripled revenues.
- Nurtured client relationships.
- Collaborated with client's internal marketing department to create a fresh approach to original branding.
- Managed for client, transition from original branding to new branding provided by branding giant Siegel and Gale.
- Provided strategic and aesthetic support to in-house marketing and design team for branding guidelines provided by Siegel and Gale.



## EDUCATION

### Bachelor of Fine Arts in Painting

Cornell University - Ithaca, NY

### Bachelor of Arts in Art History

Cornell University - Ithaca, NY

## SKILLS

Adobe Creative Suite- Mac

- Illustrator,
- Photoshop,
- InDesign,
- Dreamweaver,
- After Effects,
- Premiere Pro,
- css3,
- responsive design,
- color theory,
- photography
- free hand drawing

## Additional Information

### Fine Artist:

Drawing, digital art, multi-media

### Educator:

**Higher education** – Developed and taught:

Intro to Photoshop.

Intro to Drawing

Taught Color Theory

Taught Design principles

**High School level** – Developed and taught:

Art Techniques,

Color Theory,

Shakespeare!