



GILLIAN SALIT

Concept
Creative
Strategy & Brand

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EXPERIENCE

SENIOR INTERACTIVE DESIGNER

Magento, Inc., An ebay Company (X.Commerce)

3/11 – Present // Culver City, CA

Coordinated Presentation Design and Event Production (Magento's Imagine eCommerce Conference, MeetMagento: Netherlands & Germany, IRCE, Shop.org)

Designed Magento Answers: A community Question and Answer forum space

Developed and enforced brand guidelines, strategic parameters, creative concepts, and site mapping

Problem solved for specific marketing objectives

Contributed to the creation of an internal creative process and department structure

Managed and mentored designers in order to build a stronger team

Coordinated tasks between Magento employees internally and in different countries

FREELANCE GRAPHIC DESIGNER

Worked at various companies including Catapult Marketing, Encore, Variety, and Harman Kardon

STRATEGIC GRAPHIC DESIGNER

Lunchbox

7/08 – 6/09 // Culver City, CA

Coordinated with creative director to ensure consistency with brand guidelines and strategic parameters

Developed and framed creative concepts through design work, brainstorming, story boarding and wire framing

Created innovative solutions to meet clients' marketing objectives

Communicated with and managed studio mechanical artists and vendors

Managed designers as part of a team

ART DIRECTOR

Circle One

7/05 – 4/08 // Norwalk, CT

Lead creative on multiple brands with work in traditional advertising, promotions, online and in-store

Extensive client interaction beyond and including presentation of creative

Responsible for developing and evolving brand look and feel

Part of cross-client agency brainstorming team tasked with big idea generation for all agency clients

Communicated with and managed studio mechanical artists and vendors

Managed and mentored junior art directors as part of a team

Managed photo shoots, interactive development and recording sessions

SKILLS

MANAGERIAL SKILLS

Excellent time manager; strong background in conceptual research and development; Highly capable under pressure; Articulate communicator; Skilled in concept brainstorming and idea generation; Computer expert in systems management, installation, troubleshooting, and training; Adept at quickly becoming proficient using new software and hardware

TECHNICAL SKILLS

Highly experienced with Mac OSX, PC Literate, Adobe Master Suite CS5, Fetch, Transmit, Extensis, Omnigraffle, Balsamiq
*Basic understanding of HTML, CSS, Wordpress

EDUCATION

FULL SAIL UNIVERSITY

MFA Media Design; Brand Strategy

SYRACUSE UNIVERSITY

BFA Communications Design

Dean's list & Chancellor's Scholarship

SYRACUSE UNIVERSITY AT LONDON

Assisted with the formation of the pilot London abroad program

UNIVERSIDAD COMPLUTENSE

Attended an accelerated language course in Madrid, Spain

AWARDS/AFFILIATIONS

COURSE DIRECTOR AWARD

Full Sail University, 2010, for "possessing outstanding work ethic and embodying the true spirit of Design integration"

TWO SILVER REGGIE AWARDS

Lunchbox, 2008, recognizing integrating marketing- "Dove Self-esteem"

ART DIRECTOR'S CLUB

Member of the Art Director's Club of New York

AIGA

Member of the Los Angeles Chapter

PHI SIGMA SIGMA

Sister of the Pi Chapter at Syracuse University

THINKLA

A member of the local media marketing and advertising collaborative