

GT is a seasoned creative with a background in experiential, CPG and traditional advertising. As Art Director at Live Nation, he led campaigns for Citibank, Lays, and American Express at music festivals across the US. At Anheuser-Busch's in-house agency, Draftline, he served as a Senior Designer for Bud Light and later as an Art Director, managing packaging, OOH, and digital projects for Bud Light, Busch, and Natural Light. At TerrAscend, GT restructured the creative department, optimized processes, and elevated visual standards while leading a team of five. Currently freelancing, GT helps brands maintain their unique identity while exploring new creative directions.

EXPERIENCE

TERRASCEND

Art Director | 2023 - 2024

- Supervised 4 Designers and lead creative for all brands under TA
- Enterprise Campaigns for tentpole moments (Black Friday, Holiday, 420)
- Legend "Wanna Go For A Walk" Print & Social Campaign
- TerrAscend 2023 Video Shoot

FREELANCE

Creative / CD / ACD | 2022 - 2023

- Band identity & logo development for Coffee Lab
- About Time Coffee's Logo and Brand Guidelines + Store Signage
- ACD at Anomaly NY Working on Bud Light Pitch
- Mugsy Fall Direct Mailer Illustration & Memes

ANHEUSER-BUSCH

Art Director | 2020 - 2022

- Managed creative for Bud Light, Natural Light, Busch, and led Art Direction on a portfolio-wide NFT team
- Supervised and mentored creative teams to develop effective, on-target campaigns, from ideation to final iteration
- Led on-site product shoots, TVC productions from pre to post, and campaign social cadences
- Ideated and executed highly engaging 1:1s on all social platforms

Senior Designer | 2019 - 2020

- Lead designer for Bud Light Area 51 Special Edition campaign
- Illustrated and designed Limited Edition Post Malone Bud Light can
- Designed special edition NFL and NHL cans for select sponsored teams

LIVE NATION

Art Director | 2017 - 2019

- Lead and designed Citi Sound Vault creative for New York and LA events, developed custom typeface
- Art directed, ideated and illustrated the concepts for American Express activation at ACL Music Festival
- Animated and created videos and onsite creative for Smirnoff at EDC Orlando

EDUCATION

MIAMI AD SCHOOL

Art Direction

FULL SAIL UNIVERSITY

Film and Cinema Studies

SKILLS

- PS, AI, ID, FCPX, Ableton Live
- Machine embroidery, screen printing & music production