

GT is a multi-talented creative with a background at in-house, social first, and traditional agencies. 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, working on viral social campaigns, LTO packaging, OOH, and TVC 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 of all sizes develop their unique identities with a consumer centric and collaborative approach. He likes helping brands say and do new things while being themselves at the same time.

EXPERIENCE

FREELANCE

Art Director / ACD | 2022 - Present

- Develop unique brand identities for a range of clients, from CPG to lifestyle brands, emphasizing user-centric strategies and collaborative execution (About T:me Coffee Logo and Brand Guidelines, Lost Boys Po' Boys)
- Craft social-first campaigns with a focus on trend-driven content, aligning design direction with brand goals across Twitter, Instagram, Tik-Tok & YouTube. (Draftline NY, Anomaly NY, About T:me Coffee, Very Online Agency, Honey Media)
- Specialize in producing engaging, real-time creative responses to cultural moments, ensuring clients brands remain relevant in a fast-paced, shifting culture.

TERRASCEND

Art Director | 2023 - 2024

- Directed social and digital campaigns across multiple platforms. Led creative development for tentpole campaigns like 420 and Black Friday, positioning the brand in real-time conversations.
- Mentored a team of four designers, providing guidance on execution and cultural trend application in brand messaging.
- Developed cohesive campaign assets, from mood boards to final social deliverables, ensuring quality and relevance in a fast paced environment, under a portfolio of visually unique IP's.

ANHEUSER-BUSCH

Art Director | 2020 - 2022

- Led the design and execution of high-impact social campaigns, including limited edition product releases, OOH and social content, for Bud Light, Busch, and Natural Light.
- Collaborated with cross-functional teams to deliver relevant and consumer focused social campaigns that blended brand storytelling with timely conversations.
- Defined Natural Light Vodka's visual identity and social cadence, directed the launch video and PR Shoot.
- Ideated and executed highly engaging 1:1s on social platforms for Bud Light & Busch Light

Senior Designer | 2019 - 2020

- Design lead for the Bud Light Area 51 Special Edition campaign, developing content and platform-specific assets for increased engagement across digital channels and designing the LTO can and packaging art distributed nationwide.
- Lead Designer for the Post Malone can design and launch, NFL/NHL limited editions, creating visually iconic packaging and social posts that drove high engagement across social platforms and in store.

LIVE NATION

Art Director | 2017 - 2019

- Spearheaded the creative vision for major sponsorship activations with Citibank, Lays, and American Express, developing immersive experiences for festivals nationwide.
- Directed content creation for social platforms, ensuring each campaign leveraged trending formats and optimized engagement with festival-goers.
- Produced on-brand, design-forward content for Citibank's Sound Vault events in NY and LA, including a custom typeface that added unique visual identity to the series.

EDUCATION

FULL SAIL UNIVERSITY B.S. in Film and Cinema Studies

MIAMI AD SCHOOL Art Direction & Design

SKILLS

- Expert Photoshop, Illustrator, InDesign, FCPX & Ableton Live User, AI prompting for MJ + Runway
- Hand illustrator with multiple styles, cover & character art
- Meme Wizard, live laugh lover & cultural observer
- Archivist of visuals, curating art and consumer aesthetics from all eras in a large personal collection.
- Machine embroidery, tie-dye, screen printing & music production