

# Myles Gaythwaite

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*Creative professional with extensive experience in all facets of art direction, design, typography and visual identity.*

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## EXPERIENCE

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### **Spiegel Brands – New York**

*Senior Art Director, 2004–2009*

Developed effective seasonal retail advertising campaigns involving catalog, direct mail and web page design, integrating relevant marketing research and creative briefs.

Defined the visual presentation and typographic style of the Spiegel brand across all customer touch points, contributing to \$500+ million in annual retail sales.

Conducted fashion and still-life photo shoots, on-site and in studio; supervising photography, casting, styling, sets, and subsequent editing and retouching.

Managed the monthly work-flow of the creative department in supervising designers, art directors, copy-writers, production artists and retouchers.

### **Newport News – New York**

*Art Director, 2001–2004*

Created innovative merchandising concepts involving catalog designs and layouts, photo direction, national ads, and various branded marketing materials - produced 3,000+ catalog pages annually while directing a team of 5+ in-house designers and production artists.

### **Cover to Cover – New York**

*Design Director, 2000–2001*

Designed and developed corporate identity systems for a variety of clients encompassing brochures, newsletters, and collateral presentations.

### **DecisionQuest – New York**

*Art Director, 1998–2000*

Researched and designed demonstrative exhibits, animations & information graphics; supervised the on-site integration of multimedia courtroom presentations.

Conducted presentations and liaised with clients throughout project cycles to conform to budgets, visual strategy and production schedules – lead teams of 10+ staff and contract designers, copywriters, animators and editors.

### **Freelance Artist – New York**

*Designer & Graphic Artist, 1993–1998*

Designed posters, stickers, tee shirts, catalogs, POP and trade show booths. Developed specialty urban sportswear and apparel utilizing serigraphy, embroidery and appliqué.

## COMPETENCIES AND EDUCATION

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Strong conceptual thinker with excellent communication skills; obsessively organized, I work well in collaborative environments and have experience in project leadership and the implementation of strategic goals within a corporate framework.

Expert knowledge of the Adobe Creative Suite — Photoshop, Illustrator, Indesign; Proficient with Dreamweaver, Flash, Fireworks, and Microsoft Office.

**Noble Desktop**, Continuing Education, Indesign/Flash and css, 2009

**The New School**, Continuing Education, Motion Graphics with After Effects, 2000

**Rhode Island School of Design**, B.F.A., print-making, 1992