

Myles Gaythwaite

*"Leveraging core values
to design elegant branded
experiences for both print
and web"*

*Art Direction, Design,
Brand Strategy, Visual
Identity, Interaction
and e-Commerce*

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EXPERIENCE

Freelance Designer - New York

2009-present

Designed and produced the 50+ page online advertorial magazine for Spiegel.com resulting in a 25% increase in customer conversion rates.

Managed the creative direction for Spiegel's 145th Anniversary marketing campaign including an online sweepstakes & quiz and special edition Zagat's shopping guide.

Spiegel Brands - New York

Senior Art Director, 2005-2009

Designed & directed seasonal retail advertising campaigns involving catalog, direct mail and web design, contributing to \$100+ million in annual retail sales.

Developed the visual identity of the Spiegel.com e-commerce site, creating integrated shopping experiences with site design, marketing banners and email campaigns.

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, 2001-2005

Created innovative merchandising concepts involving catalog designs and layouts, photo direction, national ads, and various branded marketing materials.

Directed 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.

COMPETENCIES AND EDUCATION

Expert knowledge of Adobe Creative Suite package. Experienced design manager and empathic listener with strong communication and presentation skills.

School of Visual Art, MPS, Branding, graduating 2011
The New School, Continuing Education, Interaction Design, 2000
Rhode Island School of Design, BFA, Print-making, 1992