CREATIVE DIRECTION / ART DIRECTION & DESIGN

GORDON WEST • 312 550 4945 • GOWESTAD@GMAIL.COM • GOWESTWORK.COM • LINKEDIN

EXPERIENCE

IMAGINARY FRIEND, Atlanta, GA

Executive Creative Director, 2018 - Present

Creative consultant/lead/craftsman/strategist/business partner shaping branding, digital, social, web, and film/video across technology, health & wellness, financial, automotive, travel & tourism, consumer packaged goods, electronics, non-profits and more.

- Partner with agencies, founders, and client leadership on solutions across mediums that meet or exceed business goals
- Build and lead bespoke teams scaled to each project's needs, scope and budget
- Clients include Porsche, Netflix, Redy, Georgia-Pacific, F&M Trust, Shaw Industries, Innovative Group, Sony, ISDIN, Sawyer Aviation, SAFESKIN, Simparica, Muscular Dystrophy Association

CARHERO, Miami, FL (remote)

Director, Creative Lead & Board Member, 2019 - 2021

Led naming, branding, and digital communications for a tech-based SaaS and online automotive sales startup.

- Helped define the playbook that secured $5M in VC seed funding
- Built and led a fully remote nine-person team across strategy, UI/UX, design, copy, production
- Defined the customer journey and oversaw design and development of the in-beta MVP
- Led B2B marketing (email, social, events, sales assets) to onboard seller agents and dealership groups

FREELANCE, Nationwide

Creative Director / Art Director & Designer, 2015 - 2018

Contract creative on 360° campaigns, new business pitches, product launches, and brand revitalizations.

- Agencies include Huge, Havas, DDB, Energy BBDO, VML, Fitzco, Scout, Pavone, OH Partners, Wildlife, and PromoSocial

Y&R, Chicago, IL

VP, Creative Director, 2013 - 2015

Managed 20+ multidisciplinary teams as co-creative lead on Bel Brands, Craftsman, CARFAX, BMO, and Butterball.

- Added $6M+ in annual revenue as creative lead on new business wins for Bel Brands (Mini Babybel, Boursin, Laughing Cow) and CARFAX
- Reversed a two-year Mini Babybel sales decline, delivering 31% growth in year one
- Earned Bel Brands' 2014 International Brand of the Year and grew their social following 400%
- Launched CARFAX's online car-selling service, capturing nearly 6% of market share by the end of Q2
- Built an in-house digital studio, adding revenue through client social and web content
- Named 2014 Midwest Creative Agency of the Year by the American Advertising Federation

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DDB, Chicago, IL

Creative Director, 2011 - 2013

Creative lead under the EVP/CCO on McDonald's global account, managing 12+ teams across digital, social, experiential and traditional.

- Led creative for McDonald's record revenue year, including record LTO and Dollar Menu sales
- Took Angus Third Pounders from test market to nationwide in under two months, a brand record for the business
- Helped retain the $650M+ State Farm account with "Get to a Better State," its highest tied-to-earnings campaign in 90 years
- Created consistently effective work for Bud Light, Capital One, Mars Wrigley (Starburst, Skittles), The Field Museum

DDB, Chicago, IL

Associate Creative Director, 2006 - 2011

Accounts: Anheuser-Busch (Bud Light, Budweiser), State Farm, McDonald's, Capital One, Wrigley, Cars.com, Barilla, Aruba Tourism, The Field Museum, Chicago Children's Choir

CRAMER-KRASSELT, Phoenix, AZ

Sr. Art Director, 2003 - 2006

Accounts: MGM Grand, Valley Toyota Dealers, Crystal Springs, Salt River Project, Stevinson Automotive, Corona

SKILLS

Creative Direction • Integrated 360° Campaign Development • Brand Development • Creative Strategy • Marketing Strategy • Brand Storytelling • Digital & Social • Broadcast & Online Video • Website & UX Design • Art Direction & Graphic Design • Writing & Directing • Content Development • Production Oversight • Client & Vendor Relations • Cross-Functional Team Leadership • In-house Agency Leadership • Team Building & Mentorship • Presentations & Pitch Leadership

Creative Tools: Adobe Creative Cloud, Figma, Claude, ChatGPT, Firefly, Artlist, Microsoft 365

CATEGORY KNOWLEDGE

Automotive, QSR, CPG, beer/beverage, insurance, finance, travel/tourism, hospitality, entertainment, luxury, SaaS/tech startups, home improvement, skincare/health, institutional, aviation, non-profit, museums/culture

AWARDS

Cannes Lions • Clios • D&AD • London International Awards • Art Directors Club • Communication Arts • Effies • Webbys • New York Festivals • Graphis • Lürzer's Archive • AICP • NY Film Festival • Kinsale Shark Awards • National ADDYs • Shots • Ads of the World

EDUCATION

MIAMI AD SCHOOL @ PORTFOLIO CENTER - Communications/Art Direction

UNIVERSITY OF NORTH GEORGIA - Bachelor of Fine Arts (BFA), Marketing Minor