

# Gerry Sposato

Creative Director | Senior Brand Designer | UX/UI Designer |

20+ Years B2B & Consumer Brand Experience

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## KEY CLIENTS

Nike | Autodesk | Intel | Swisscom | Pac-12 Networks | Las Vegas Raiders | Milwaukee Bucks

## PROFESSIONAL SUMMARY

Senior Brand Designer with 20+ years developing strategic concepts and solving complex creative challenges across digital, social, video, print, and environmental design. Proven expertise in UX/UI design, designing intuitive interfaces and seamless user experiences for interactive installations and digital platforms. Skilled at translating strategy into cohesive identities and emotionally resonant work that builds lasting equity for B2B technology and consumer brands. Collaborative leader known for refined craft and cross-functional partnership.

## TECHNICAL SKILLS

**Creative & Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, FigJam, Miro

**UX/UI & Experience Design:** User flows, wireframing, prototyping, information architecture, design systems

**Platform Management:** Web content management (WordPress, Squarespace, Wix), CRM platforms (Marketo, AEM)

**Emerging Technologies:** AI tools for concept ideation and visual storytelling (Adobe Firefly, MidJourney, DALL-E, ChatGPT)

**Development Knowledge:** HTML, CSS, JavaScript, React

## CREATIVE EXPERIENCE

Associate Creative Director | 3/Thirds Group | Portland, OR | June 2018–December 2025

*Selected Client Project: **Autodesk (B2B Technology)***

- Led visual evolution across multiple concurrent global marketing campaigns over 7 years, maintaining consistency while introducing fresh creative approaches that increased engagement
- Partnered with marketing leadership to shape seasonal campaign narratives, presenting concepts and guiding execution from brief through delivery
- Directed cross-functional teams including video producers, 3D artists, animators, and developers to deliver scalable campaigns across global markets
- Optimized creative assets using performance data, balancing immediate needs with long-term storytelling

*Selected Client Project: **Nike Grind (Sustainability Initiative)***

- Served as design lead for Nike Grind Innovation Summits, developing comprehensive visual systems unifying experiential and digital touchpoints
- Created assets across all channels including environmental graphics, video content, motion graphics, and branded packaging
- Translated sustainability messaging into accessible visual storytelling through conceptual illustrations and iconography

## Sr. Designer | Downstream | Portland, OR | July 2013–June 2018

### *Brand & Experience Design*

- Designed experiences and digital interfaces for Pac-12, Swisscom, and Raiders, creating cohesive visual systems across interactive installations and touchscreen applications
- Developed UI, motion graphics, and environmental graphics maintaining consistency across all touchpoints
- Managed projects from creative brief through delivery, collaborating with developers and fabricators to meet tight deadlines

### *Featured Project: **Swisscom Business Center***

- Designed UX/UI for bespoke touch screen application enabling corporate partner engagement
- Created intuitive interface allowing teams to set agendas while partners explored insights at their own pace
- Implemented custom pinboard feature for saving and sharing valuable content

## Art Director | The New Group | Portland, OR | February 2010–July 2013

### *Selected Client Project: **Nike (Consumer Brand)***

- Led design and art direction for multiple Nike initiatives, shaping visual systems across digital, social, video, and print
- Developed style guides and comprehensive assets including website experiences, photography direction, and marketing collateral
- Managed creative quality and consistency across all consumer touchpoints

## Sr. Designer | Opus Creative | Portland, OR | March 2008–November 2009

### *Selected Client Project: **Nike, Lucy Activewear, Intel***

- **Nike:** Led design for lifestyle and product campaigns across print, digital, photography, and video supporting retail initiatives
- **Lucy Activewear:** Created monthly website updates, email campaigns, and product promotions maintaining visual consistency
- **Intel:** Designed digital experiences and marketing campaigns, translating technical messaging into engaging content

## CORE COMPETENCIES

- Strategic visual identity development and evolution
- Multi-channel campaign execution (digital, social, video, print, environmental)
- Cross-functional team leadership and collaboration
- Performance-driven creative optimization
- User experience and interface design
- Motion graphics and video production

## EDUCATION

BS Graphic arts with an emphasis in interactive design, Art Institute of Portland, Portland  
BA Fine Art, emphasis in Photography and Art History minor, University of Nebraska, Lincoln