

Gilbert

Aguirre III

ART DIRECTION + DESIGN

E: gilbertaguirre888.ga@gmail.com

C: 361-728-1267

W: www.gilbertthethird.com

Curating Image Sets

Layout Design

Concepting

Branding

Presenting

IG Stories

Stock Sourcing

TikTok

Social Media

Photo Retouching

Digital Ads

Deck Building

Set Design

Activations

EXPERIENCE



Wunderman Thompson

Junior Art Director // Austin, TX // Jan 2020 - Present

- + Art Direct Dell & Alienware catalogs for global markets
- + Curate and Retouch lifestyle imagery used in international event campaigns
- + Transform small business segments to fit a more entrepreneurial creative
- + Create organic tiktok content for Dell Small Business, Consumer, and Alienware
- + Concepting integrated demand gen campaigns across all media

Publicis North America

Art Direction Internship // New York City, NY // May 2019 - Aug 2019

- + Contributed creative solutions for client's current initiatives via social and activation stunts
- + Transformed Jif, Smuckers, and Walmart Baby accounts to fit a more current tone of voice and aesthetic
- + Pitched concept ideas to internal account teams and clients

4A's MAIP Fellow

Art Direction Fellowship // New York City, NY // May 2019 - Aug 2019

- + Chosen as one out of 236 top students across the nation for a 22-week advertising fellowship that included weekly professional development sessions at various advertising agencies

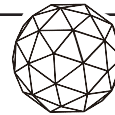
TEXAS Extended Campus

Marketing & Graphics Assistant // Austin, TX // Sept 2017 - May 2019

- + Optimized ROI's for course registrations, social media posts and email campaigns
- + Prepared and analyzed direct mail campaigns across multiple accounts to generate new leads
- + Designed and branded marketing assets for individual accounts and targeted markets
- + Adhered to specific brand visions and guidelines set forth in creative briefs

PROGRAMS

- + Photoshop
- + Indesign
- + Illustrator
- + Microsoft Suite
- + Creative Suite



CLIENTS

- + Dell Technologies
- + Alienware
- + Jiff
- + Smuckers
- + Austin Film Festival
- + Umlauf

PROJECTS

Walmart Baby // Intern Project // Summer 19'

Worked with copywriter to produce the "Baby, we got this" campaign which aimed to make Walmart the number one baby retailer in the United States. Designed the winning presentation deck.

EDUCATION

The University of Texas At Austin

Aug 2016 - May 2019

Bachelor of Science in Advertising –
Moody College of Communication



SCAN
FOR
ART