

# Jackson Gilvar

## Designer & Art Director

Award-winning designer & art director with a Silver Clio Award, specializing in entertainment and digital storytelling for major streaming franchises. Proven record delivering high-impact creative features in *Rolling Stone*, *Vanity Fair*, *The New York Times*, *People Magazine*, *TMZ*, *Daily Mail* – with campaigns showcased in iconic placements like Times Square and Sunset Boulevard.

### WORK EXPERIENCE

#### Designer

August 2022 – Now

NBCUniversal - Peacock, New York, NY

- Lead designer managing end-to-end creative for two of Peacock's top-performing franchises across multiple seasons – *Love Island USA* (1.2 B+ minutes streamed, #1 reality series) and *The Traitors* (499 M+ minutes in premiere week, +67% YoY growth)
- Designs product thumbnails and marketing materials for over 30+ shows a year
- Spearheads AI Taskforce, growing to 25+ members and securing executive funding to pilot generative AI workflow
- Spoke on stage at an AI conference, presenting a presentation in front of hundreds of attendees about AI integration in creative workflows
- Provides direction on set & creates shot lists for shoots with celebrity talent Ariana Madix, Alan Cummings, Kevin Hart, Paris Hilton, Orlando Bloom and more
- Develops partnerships for JetBlue, Duolingo, Albertsons Coffee and more

#### Lead Art Director

January 2022 – August 2022

The H Hub, Brooklyn, NY

- Led all creative concepting on internal and external projects, spearheaded creative projects for top-tier clients and smaller brands, delivering consistent brand messaging, high-quality design and marketing materials
- Created shot lists, prop lists, and ensured high standards of quality control, resulting in a range of social content that consistently exceeded client expectations
- Concepted and executed social media spots for Pacific Foods, resulting in the top-performing Instagram spot for the year. Also created impactful content for King's Hawaiian, Bumblebee Tuna, Ito En, Pacific Foods, Nature's Way, and other notable brands

#### Junior Art Director

March 2021 – January 2022

GYKAntler, Boston, MA

- Designed client materials including packaging, GIFs, digital ads, and product launch creative
- Collaborated on Cedar's website wireframes and revitalized the Green Giant brand campaign

#### Junior Art Director

October 2020 – March 2021

DraftKings, Boston, MA

- Designed and art directed high-profile digital ads (Twitter, ESPN, Bleacher Report) and executed 500+ monthly assets with motion design teams

### CONTACT

- New York, NY
- +1-551-482-7172
- jacksongilvar.com
- jacksongilvar@gmail.com
- linkedin.com/in/jacksongilvar
- @jacksoniscreating (Instagram)

### Awards

Clio Award - Silver  
One Club's "Young Ones" Award

### Software Skills

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Firefly
- Figma
- Lightroom
- Midjourney (10,000+ club)
- Runway
- Nanobanana
- Higgsfield AI

### Personal Interests

- Cooking
- Experimenting with AI
- Drawing
- Creating collages
- Brewing Hard Cider

### EDUCATION

#### Boston University

June 2016 – October 2020

Bachelor Degree in Communication

- Major: Advertising
- Minor: Psychology

#### Elvtr UX Design Course

May 2023

Taught by Paypal Sr. UX Director  
Tony Amidei

### INTERNSHIPS

#### BBDO

2020

#### MullenLowe

2019