

GT SMITH

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GT (Gaelen Thomas) Smith is a creative professional originally from Miami, FL. After earning a B.S. in Film Studies from Full Sail University and completing a two-year Art Direction program at Miami Ad School, GT moved to New York City, where he worked on experiential, CPG, and 360 campaigns for multinational and local brands as a hands-on Art Director and Graphic Designer at both in-house and external agencies. Throughout his career, he has led creative executions, working to find the magic for all his clients and stakeholders. He excels in both strategic creative thinking and technically complex executions, thriving in dynamic work environments. He is an expert Adobe Creative Suite (PS, AI, BR, PR, AE) and Ableton Live user, and he explores music production, machine embroidery, screen printing, and tie-dye in his free time.

FREELANCE

GRAPHIC DESIGNER & ART DIRECTOR | 2022 - PRESENT

- Photo Retouching & Compositing @ Honey Media: Absolut, Kahlua, Sabrina Carpenter, Paris Hilton, Wicked
- Lost Boys Po' Boys, logo development and brand Identity
- SHAFR (Society for Historians of American Foreign Relations) Brand Book Refresh, Annual Program & T-Shirt Design
- TerrAscend: Directed social and digital campaigns across multiple platforms. Led creative for tentpole campaigns like 420 and Black Friday, positioning the brand in real time conversations.
- About T:me Coffee, logo & brand identity & launch campaign
- Mugsy Jeans, various illustrations and memes for fall catalogue, Instagram page
- ACD @ Anomaly NY for Bud Light Pitch
- Album art cover designs for concert pianist Michael Noble and musical artists Betamaxx, Luxury Elite & Michael Weber.
- Brand Identity & motion design for VFX music festival "Bump" 2023

ANHEUSER-BUSCH

SR. GRAPHIC DESIGNER & ART DIRECTOR | 2020 - 2022

- Led the design and execution of high-impact social campaigns, including limited edition releases, OOH and social content, for Bud Light, Busch, and Natural Light.
- Defined Natural Light Vodka's visual identity and social cadence, directed the launch video and PR Shoot.
- Ideated and executed highly engaging 1:1s and motion graphics on social platforms for Bud Light & Busch Light
- Design lead for the Bud Light Area 51 Special Edition campaign, developing content and platform-specific assets.
- Lead Designer for the Bud Light Post Malone 2019 Special Edition, NFL/NHL limited & Championship editions, that drove high engagement across the US market.

LIVE NATION

ART DIRECTOR | 2017 - 2019

- Spearheaded the creative vision for major sponsorship activations with Citibank, Lays, and American Express, developing immersive and authentic experiences for festivals nationwide.
- Smirnoff "Forever Party", hand animated motion graphics at EDC Orlando 2018
- Designed the look and typography for Citibank's SoundVault events in NY and LA, including a custom hand drawn typeface based on 19th century New York City signs, featured in Times Square OOH

EDUCATION

- **Miami Ad School** — Certificate, Art Direction 2014 — 2016
- **Full Sail University** — B.S., Film Studies 2012 — 2014

SKILLS & INTERESTS

- Adobe Creative Suite (Photoshop, Illustrator, Bridge, After Effects, Premiere Pro, In-Design) & Final Cut Pro X
- Audio Mixing & Mastering with Ableton Live
- AI Prompting for creative ideation
- Photography & Videography (Film & digital)
- Hand Illustration & Character Art, Screen Printing, Tie-Dye & Machine Embroidery
- Curating and collecting design and art from history and today, in an ever growing digital & physical archive.