

ABOUT ME

Creative Director and Art Director with 15+ years directing concept, design, and end-to-end production in film and entertainment marketing. I build campaigns across social, motion, web, and interactive, and I direct generative AI production — image, video, and audio — with the systems discipline to hold a brand consistent across hundreds of variations. I have directed studio social campaigns with over two billion views. I evolve with the medium and use design as a strategic tool, not decoration.



WORK EXPERIENCE

Creative Director | Art Director 2008 - Present

DIVISION 13 DESIGN GROUP

- Directed studio social campaigns with over two billion combined views across Instagram, TikTok, and broader social distribution.
- Lead all aspects of creative design, development, and execution across digital and print campaigns.
- Manage multiple accounts simultaneously, balancing deadlines, budgets, and client communication with efficiency and attention to detail.
- Drive concept development, storytelling, and problem-solving to elevate brand visibility and exceed marketing KPIs.
- Integrate generative AI across image, video, and audio production to elevate creative output and meet advertising goals.
- Supervise and mentor multidisciplinary creatives to consistently deliver high-impact work with a focus on 100% client satisfaction.
- Direct specialist illustrators, animators, and developers while managing client marketing, brand, and legal approvals through to delivery.
- Streamline workflows and improve productivity
- Collaborate with artists and producers to deliver engaging online experiences.
- Develop games and interactive media as promotional products.

SELECT CLIENTS & PROJECTS

- Sony Pictures Entertainment
Led digital creative for major campaigns including *Jumanji*, *Ghostbusters*, *Venom*, and *Spider-Man* franchises. Delivered websites, digital ads, social campaigns, interactive mailers, web apps and digital sticker packs. Contributed to over 75 projects in the past two years and established design guidelines for internal marketing teams.
- DreamWorks Animation
Designed websites and digital ad campaigns for 22 theatrical releases, including the *Madagascar*, *Shrek*, and *Kung Fu Panda* franchises. Developed the studio's corporate website and brand-aligned promotional assets.
- Warner Bros.
Contributed design and creative strategy for high-profile titles including *Superman*, *Dune*, *Aquaman*, *Furiosa* and *Godzilla x Kong*.
- Lionsgate Films
Long-standing creative partner for *Saw*, *Madea* and *Hunger Games* franchises. Developed a completely customized physical influencer promotional kit for *The Long Walk* film launch.
- Additional Clients
Universal Pictures, Paramount Pictures, 20th Century Fox, Orion Pictures, Capitol Records, Goldenvoice and Geffen Records.

DETAILS

+1-310-383-3450

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[Portfolio](#)

[LinkedIn](#)

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SKILLS & EXPERTISE

- Creative & Art Direction
- Advertising Design & Brand Expansion
- Graphic Design & Motion Graphics
- Short-Form Video Editing & Composition
- Social Media Campaigns (IG, TT, FB, X)
- UI / UX Design
- Web App & Game Development
- Project Management & Communication
- Problem Solving & Critical Thinking
- Quality & Detail Oriented
- Adobe Creative Suite: After Effects, Photoshop, Illustrator, Premiere, InDesign
- AI: Magnific, Figma Weave, Runway, ElevenLabs, Suno, Claude, Nodal Workflows
- Prototyping & Whiteboarding: Figma, XD
- Google & Microsoft Suites
- Working Knowledge
 - Cinema 4D, Blender
 - AR / VR
 - JavaScript, HTML5, CSS, PHP, CMS
 - Web3