Gabriel Rodriguez P.

Associate Creative Director (Art) | Denver, CO

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Professional summary

Award-winning Associate Creative Director with 10+ years of experience leading integrated campaigns and scalable brand systems across complex B2B and B2C sectors. Grounded in an Industrial Design background, combining strategic business maturity with hands-on craft to translate technical products, enterprise software, and intricate GTM models into simple, human stories. Proven track record of stabilizing high-stakes accounts, scaling creative operations with generative AI, and mentoring high-output multidisciplinary teams.

Core skills

Creative Direction: Art Direction, Global Brand Systems, Visual Storytelling, 360° Campaigns, Film & Photography Art Direction, Typography.

Strategy & Leadership: Brand Positioning, GTM Concepting, Cross-Functional Leadership, Studio Operations, Client Relations & Alignment.

Tools & Production: Figma, Adobe Creative Cloud, Midjourney, Claude, ChatGPT, Keynote/PowerPoint.

Languages: English (Bilingual), Spanish (Native), German (Intermediate).

Awards and recognition

AVA Digital Awards (2026):
14x Platinum | 2x Gold.

Hermes Creative Awards (2025): Platinum.

Viddy Awards (2025): Platinum.

Telly Awards (2025, 2022): Silver.

Muse Creative Awards (2025): 2x Silver.

Product Publications: Core industrial design work featured globally **(2015 – 2019).**

Premis Delta ADI (2014): Silver Medal.

Education

Instituto Europeo di Design:
Bachelor, Industrial Design.

Art Institute of Colorado & Colorado State University: *Design Coursework.*

AFS Exchange Student | Leipzig, Germany.

Experience

Gravity Global – Denver, CO
***Associate Creative Director* | 2025 – Present**
↳ *Senior Art Director | 2022 – 2025*
↳ *Art Director | 2021 – 2022 (@9thWonder now Gravity Global)*

- Direct creative vision, scalable brand systems, and campaigns across diverse B2B and B2C accounts spanning digital, experiential, social, and broadcast channels.
- Lead agency-wide integration of generative AI workflows, compressing creative timelines while accelerating client buy-in during early pitch phases.
- Direct creative for flagship campaigns and launches that secured 20+ major industry awards in a single calendar year.
- Serve as creative lead during high-pressure stakeholder alignment sessions, translating executive business objectives into distinct, award-worthy creative platforms.
- Specialize in stabilizing complex accounts under compressed deadlines, establishing creative clarity to protect critical agency revenue.
- Lead brand visual systems and campaign architecture from ideation through production, partnering closely with multiple creatives to build cohesive visual-verbal platforms.
- Direct multidisciplinary teams across digital, video production, 3D/motion, and design production, ensuring pixel-perfect craft and execution across every touchpoint.
- Mentor and elevate mid-level and junior creatives through structured reviews, fostering an autonomous, maker-centric culture focused on visual excellence.

Clients: Ecolab, NVIDIA, Arrow Electronics, UCLA, Ameriprise, Vontier, Uponor, InCommon, Kalsec, New York Bariatric Group, LA County DHR, Papa Gino's, D'Angelo, Vistar, Phillips 66, 76, Conoco, Bell Helicopters, Motiva, among others.

Yoy Design Agency – Denver, CO
***Co-founder & Creative Lead* | 2014 – 2021**

- Co-founded and ran a boutique creative studio, directing end-to-end brand identity, packaging, and digital experiences for high-growth ventures.
- Managed client relationships, scopes, and multidisciplinary design partners from initial pitch through production.

E-Flux – Fort Collins, CO
Design & Marketing Lead* | *Operations Manager* | *2014 – 2021

- Led the end-to-end overhaul of the brand and customer experience, directing brand positioning, CMS infrastructure, marketing collateral, and technical guides needed to modernize the business from the inside out.
- Bridged industrial design and operations to scale the business, redesigning core physical testing equipment to reduce global freight footprints and shipping costs while establishing company-wide production workflows.

Design Dies – Barcelona, Spain
***Designer* | 2013**

- Developed environmental graphics and experiential exhibition displays for international B2B clients.