

Miles Gilbert

Creative Technologist, Design Manager

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SUMMARY

Creative technologist building infrastructures that change what a creative team can accomplish — spanning web development, creative direction, design, and marketing. I build the tools, document the processes, and integrate them into workflows so teams can operationalize them, always asking where humans make the irreplaceable decisions and how technology can amplify everything around that moment.

EXPERIENCE

Creative Technologist, Design Manager

Indeed · 2020–Present

- Created and deployed a custom illustration AI framework, cutting production time 80% and delivering 30+ bespoke illustrations that would have previously been deprioritized
- Rolled out a terminal-based creative engine using Claude Code for automated display ad generation, putting the growth marketing team on track for 25%+ reduction in asset creation time
- Developed an AI-powered Chrome extension to organize creative feedback across stakeholders, cutting downtime between feedback rounds by 60%
- Facilitated daily AI prompt sprints, workshops, and technical documentation to build team-wide fluency and a self-directed R&D culture
- Evaluate and onboard new AI tools and workflows for the team, vetting fit against real production needs and aligning new services cross-functionally
- Managed a team of 8 creatives; led creative direction for a complete refresh of Indeed's YouTube presence, helping the channel reach over 1 million subscribers

Associate Creative Director

R/GA · 2018–2020

- Concepted and produced campaigns for Racetrac and Off the Eaten Path
- Mentored junior creatives and maintained high design standards in a fast-paced setting
- Drove new business initiatives through creative pitch development

Senior Art Director

T3 (now Material) · 2016–2018

- Partnered with UX teams to improve the existing customer experience across Allstate's products
- Developed new products to address the changing expectations of insurance customers
- Mentored junior designers to create a collaborative and inclusive culture of design criticism and iterative experimentation

Senior Art Director

BBDO · 2011–2016

- Partnered with multiple agencies to unify HP's brand identity across global markets
- Transformed technical product features into compelling narratives for Mobil 1 Motorsports
- Created innovative short-form content for Lowe's *Fix in Six* campaign

Art Director

Ogilvy · 2008–2011

- Led creative direction for the IBM Watson identity and campaign, creating an accessible narrative that effectively communicated IBM's capabilities to a mainstream audience
- Collaborated directly with IBM researchers to translate complex machine-learning concepts into accessible visual experiences for enterprise customers
- Created environmental designs for IBM's Smarter Planet campaign, ranging from human-scale to building-sized installations

SKILLS

AI-driven creative workflows (Claude Code, Cursor, custom frameworks)
Creative direction & design leadership
Cross-functional team management
Technical concept visualization
Brand system development
Front-end web development (HTML, CSS, JS)
Event & environmental design
Agency & vendor management

EDUCATION

BFA, Graphic Design

Rhode Island School of Design
· 2004–2008

VOLUNTEER

Lab Tech, Teaching Assistant

Austin Free-Net · 2026–Present

Teach computer literacy to senior citizens and serve as a lab monitor at the DeWitty Center in East Austin.