Giovanni G. Gutierrez
Creative Director

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Portfolio
https://gio.is

Professional Summary

Creative Director, UX/UI Designer, and Front-End Developer with 10+ years of experience leading design, development, and marketing to deliver high-impact digital experiences and brand growth. Expertise in UX/UI optimization, front-end development, content strategy, and motion graphics, focusing on scalability, efficiency, and measurable success. Passionate about mentorship, process optimization, and delivering exceptional digital solutions in fast-paced environments, transforming creative visions into tangible business results.

Core Skills & Technologies

UX & Design: UI/UX Design, Wireframing, Prototyping, User Research, Branding, Design Systems, Responsive Design
Front-End Development: HTML5, CSS3, JavaScript, jQuery, PHP, Razor, HubL, WordPress, Shopify
Marketing & Growth: Content Strategy, Conversion Optimization, Email Marketing, SEO, PPC, Campaign Management
Project Management: Agile & Scrum, Cross-Functional Team Leadership, Asana, Jira, Aha!, Zoho
Tools & Platforms: Figma, Sketch, Adobe Creative Suite, Google Analytics, HubSpot, Microsoft Office

Professional Experience

Better Car People

Creative Director & Marketing Manager | 2023 – present

- Drives brand strategy and creative vision across web, mobile, and marketing platforms, increasing total engagement by 35%
- Supervises and mentors a team of designers, copywriters, and developers, fostering a culture of innovation and collaboration
- Spearheads UX/UI improvements and marketing strategies, resulting in a 20% increase in conversion rates
- Directs website and content development, incorporating SEO-driven content, ensuring alignment with brand strategy and user engagement goals
- Develops scalable design systems and agile workflows, enhancing efficiency, collaboration, and brand consistency
- Designs and executes integrated marketing campaigns using SEO, PPC, and automated email sequences, driving 50% growth in qualified leads
- Manages marketing budgets and optimizes campaign ROI using Google Analytics, AdWords, and A/B testing

Sr. Product Designer & Front-End Developer | 2020 – 2023

- Designed and developed high-impact digital experiences across applications, websites, emails, and dashboards
- Collaborated with engineering and marketing teams to ensure seamless user experiences and brand consistency
- Optimized UX workflows, increasing user engagement, reducing friction points, and boosting conversion rates by 18%

3 Birds Marketing

Interactive Art Director | 2016 – 2020

- Directed creative strategy for digital products, increasing client engagement and campaign effectiveness
- Managed cross-functional teams to execute web and email marketing campaigns for high-profile clients
- Implemented responsive design principles, improving user retention and site performance

Front-End Developer & UI Designer | 2014 – 2016

- Developed responsive, high-performance interfaces for dashboard, web, and email platforms
- Collaborated with designers to translate concepts into functional digital experiences

Big Ring Interactive

Interactive Designer & Video Producer | 2011 – 2014

- Designed and developed brand-focused websites and interactive content, ensuring seamless user experiences
- Produced and edited professional-quality video productions, improving engagement across digital channels

Charlotte Burger Blog

Co-Founder & Creative Director | 2010 – 2016

- Founded and grew a highly successful food blog, earning recognition and media features from *The Travel Channel*, *Creative Loafing*, *The Charlotte Magazine*, and many others
- Directed brand strategy, content creation, and audience engagement, leading to an exclusive partnership with Google's *Field Trip* app

Education

Degree: Bachelor of Fine Arts in Digital Media
School: University of North Carolina at Charlotte (UNCC)
Honors: Cum Laude | GPA: 3.48 / 4.00 | Dean's List
Leadership: Vice President, Digital Art Mob

Awards & Recognition

Beacon Award, Better Car People
Best Local Blog, Creative Loafing Best Of CLT Awards
Outstanding Visual Achievement, ACUI Region 5 Conference
Award of Excellence as Student Volunteer, SIGGRAPH
Outstanding Achievement in Digital Media, UNCC

Military Service & Honors

U.S. Marine Corps Veteran | Honorable Discharge
Navy Unit Commendation, Meritorious Unit Commendation, Marine Corps Good Conduct Medal, National Defense Service Medal, Iraq Campaign Medal, Global War on Terrorism Service Medal, Sea Service Deployment Ribbon

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