

JILL VISIT

Creative director with both agency and in-house experience. Nationally recognized work with an emphasis on conceptual design and engaging, clear, creative messaging.

EXPERIENCE

Freelance Design and Branding Consultant

Jill Visit Design

February 2018–Present

Freelance graphic design, copywriting, creative direction, brand strategy consulting and in-house creative consulting.

Creative Director, Global Marketing

Whole Foods Market

March 2005–February 2018

- Oversee the conception and creation of brand creative assets across all channels, with a focus on building a consistent and compelling brand voice and aesthetic and putting the customer first.
- Manage a team of designers, assign all projects and provide actionable feedback on all work.
- Oversee and/or execute all design projects, photo shoots and 3rd party commissioned artwork. Present work to and build consensus among multiple stakeholders, including merchandising and company leadership.
- Collaborate with teams across the world to build consistency and consensus in a decentralized company.
- Collaborate with business partners to create creative strategy built on solid data and deliver concepts that meet business objectives.
- Repeatedly earn positions of greater responsibility and authority, growing from an Art Director role to Creative Team Leader to Creative Director.

Freelance Designer

October 2003–March 2005

Freelance graphic design and art direction for clients such as Whole Foods Market and several local ad agencies. Full-service creative including headline writing, creative concepting, design and print production.

Art Director

Marketing Drive Worldwide

January 2001–October 2003

Created and executed advertising concepts for clients such as Energy Star (EPA), Gillette, and JPMorgan Chase Bank. Full-spectrum creative contributions included copywriting, graphic design, oversight of other graphic designers and presentation of concepts to clients.

EDUCATION

The University of Texas at Austin

B.S., Advertising

Completed the Texas Creative Sequence for Advertising Art Direction

Vanderbilt University

AWARDS/HONORS

Speaker, 2009 HOW Design Conference: “Syncing Business and Design”

Work featured in Communication Arts Design Annual 2016, HOW Magazine In-HOWse Design Annual (2009, 2012, 2013), Print Magazine Regional Design Annual (2008, 2010) and Austin Addy Awards (2008, 2011). Shorty Award for Best Brand on Pinterest in 2014.