

JILL VISIT

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

EXPERIENCE

Neutral: Executive Creative Director

January 2022–Present

Create and maintain the visual and verbal brand expression for Neutral, the first carbon neutral food company in the US. Engage new customers in a completely new category of foods for a rapidly-expanding company through marketing, packaging, social, and digital.

WorldStrides: Head of Creative

January 2020–November 2021

- De-silo and re-energize creative teams brought together through multiple acquisitions under the WorldStrides brand. Establish brand guidelines that unify and also flex across customer segments from elementary through post-graduate school for one of the world's leading student travel companies.
- Manage and inspire a team of writers and designers across multiple locations, working in both print and digital.

Verb: Creative Director

January 2019–November 2019

- Direct a complete rebrand of Verb, a SaaS platform specializing in personal and professional development.
- Establish a new, consistent brand look and feel that resonates with users, increases user engagement, differentiates Verb in the competitive landscape, and communicates the core principles of the company.

Salad Sling: Owner & Inventor

February 2018–Present

Inventor of the Salad Sling, the world's best greens-drying device. Product development from sketch to final production, including product spec's, packaging design, marketing and distribution.

Whole Foods Market: Creative Director, Global Marketing

March 2005–February 2018

- Oversee the conception and creation of brand creative assets across all channels for all stores across this \$15B/year business, with a focus on building a consistent, compelling, customer-focused brand voice and aesthetic.
- Manage a team of creatives, assign all projects and provide actionable feedback on all work.
- Present work to multiple stakeholders, including company leadership.
- Collaborate with teams across the world to build consistency and consensus in a decentralized company.
- Repeatedly earn positions of greater responsibility and authority, growing from an Art Director role to Creative Team Leader to Creative Director.

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.