



# Gerard Blanton

**CREATIVE DIRECTOR**

ART / DIGITAL / CX



I am a seasoned veteran of branded campaigns and digital experiences. I believe in human centered design and a detailed, iterative process. I have three kids, a dog and a sourdough starter named Carl.



## **Hampden Sydney College**

2001

BA History

## **Virginia Commonwealth University Brandcenter**

2006

MS Comm / Art Direction



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## **FCB / CHICAGO / VP, CREATIVE DIRECTOR**

2015-Present

Digital product and experience lead for Discover Card, Diners Club, Discover Global Network, Jack Daniel's and GE Healthcare.

## **SAPIENT NITRO / CHICAGO / ASSOCIATE CREATIVE DIRECTOR**

2013-2015

Digital design and experience director for Mike's Harder Lemonade, Hyatt, Secret and Abbott.

## **CRITICAL MASS / CHICAGO / SENIOR ART DIRECTOR**

2010 - 2013

Digital design and experience art direction for USAA, Miami Tourism, Humana and United Airlines.

## **FREELANCE / CHICAGO / ART DIRECTOR**

2009 - 2010

Digital and traditional art direction for Tribal DDB, GyroHSR, Jones. Digital work for State Farm, McDonald's, Lowes. Traditional work for USG, Frozen Food Foundation and Chicago Cubs.

## **THE REPUBLIK / DURHAM / ART DIRECTOR**

2007 - 2009

Digital and traditional art direction for Palladium, Fayetteville, NC Tourism, Dunwell, Welcraft, Scarab Boats.

## **FREELANCE / RICHMOND / ART DIRECTOR**

2005 - 2007

Digital and traditional art direction for The Martin Agency. Discover Card, TV Land, Sirius, Nascar.