Studio Gately

Brooklyn, NY

Brooklyn-based Creative Director specializing in branding, integrated marketing, and experiential design.

Experience

Creative Director + Founder

Studio Gately

Brooklyn, NY
May 2013 - Present

Lead a boutique creative studio specializing in branding, integrated marketing, and experiential design, partnering with organizations across publishing, media, nonprofit, education, healthcare, lifestyle, and consumer industries to create strategic, results-driven brand experiences.

• Lead creative strategy, concept development, and execution of integrated marketing campaigns and brand initiatives across digital, print, experiential, and event channels.

• Develop and evolve brand identity systems, design standards, and multi-channel marketing assets that strengthen brand presence, engage audiences, and support business objectives.

• Direct the creative vision for events and experiential activations, overseeing the design of branded environments, event collateral, presentations, signage, and promotional materials that deliver cohesive, memorable experiences.

• Lead cross-functional teams, agency partners, vendors, and production partners while building trusted client relationships to deliver high-quality creative work on time and within budget.

• Oversee all aspects of the studio's operations, including business development, client strategy, project planning, resource management, budgeting, and creative delivery.

Selected Clients: AFAR Media • BrandShare • Clutch • Colossal Media • Condé Nast • Dotdash Meredith/People Inc. • Fast Company • Follett Higher Education • GLAAD • Hearst Publications • Horizons at New Canaan Country School • Inc. Magazine • Johnson & Johnson Vision • King Features Syndicate • Madison Square Garden • Mansueto Ventures • Martha Stewart Living Omnimedia • Martini Media • New York University • NJPAC • Sally Hershberger • Serial Magazine • Simulmedia • University of Pennsylvania • VetPawer

Art Director

Real Simple Magazine

New York, NY
Mar 2008 - May 2013

Art Director within a multidisciplinary Creative Studio, partnering with the marketing and sales teams to develop integrated print, digital, and experiential campaigns that supported advertiser partnerships and brand growth.
• Led concept development, art direction, and design for integrated marketing campaigns, advertorials, promotional materials, presentations, and custom content across print and digital platforms.
• Produced and art directed in-book advertorial photo shoots and custom video shoots, managing budgets, timelines, and cross-functional partners from concept through delivery.
• Collaborated with integrated marketing and sales teams to develop creative solutions for advertisers, strengthening client relationships and supporting revenue-generating initiatives.
• Supervised and mentored designers and creative team members, providing art direction, feedback, and project guidance across multiple concurrent initiatives.

Design Consultant

Martha Stewart Living Omnimedia

New York, NY
May 2007 - Dec 2007

Provided concept development and design support for advertising, marketing, and sales initiatives across Martha Stewart Living Omnimedia brands, including Martha Stewart Living, Everyday Food, Blueprint, and Martha Stewart Weddings.
• Designed integrated promotional materials, advertorials, presentations, event collateral, digital communications, and sales assets.
• Partnered with marketing and sales teams to create cohesive brand experiences across print and digital channels.

Principal Creative

Green Lady Design

Weehawken, NJ
Jun 2005 - Mar 2008

Delivered art direction, concept development, and design services for publishing, media, and consumer brands, creating marketing campaigns, promotional materials, and branded experiences across print, digital, and experiential channels.
• Developed creative concepts and produced campaigns, catalogs, promotional materials, and branded collateral for clients including Barnes & Noble, Crown Books, Heathcliff Enterprises, Henry Holt and Company Books for Young Readers, Little, Brown and Company Books for Young Readers, Penguin Books for Young Readers, and Simon & Schuster.

Senior Designer

Penguin Group (USA) Inc., Penguin Young Readers Group

New York, NY
Mar 2001 - May 2005

Designed advertising and promotional materials for Penguin Young Readers Group, supporting seasonal campaigns, trade marketing initiatives, and sales efforts.
• Developed concepts and executed creative for catalogs, advertisements, displays, brochures, promotional materials, and event collateral.

Education

BA

Fordham University

Bronx, NY
Sep 1993 - May 1997

Art History Major
Visual Arts Minor

Health Coach Certificate

Institute for Integrative Nutrition

New York, NY
Feb 2017 - Feb 2018

Skills

Core Competencies

Creative Direction • Brand Identity Systems • Creative Strategy • Integrated Marketing • Visual Storytelling • Experiential Design • Creative Operations • Cross-Functional Leadership • Print & Digital Production • Event Design • Project Management • Photoshoot & Video Art Direction

Creative Technology & Tools

Adobe Creative Suite • Adobe Firefly • Asana • Canva • ChatGPT • Claude • Figma • Jira • Keynote • Microsoft Office • Midjourney • Slack • Trello