

# Gilbert Cordial

Senior Visual & Product Designer

Los Angeles, CA | [gcordial@gmail.com](mailto:gcordial@gmail.com) | (323) 578-5705

[linkedin.com/in/gilbertcordial](https://www.linkedin.com/in/gilbertcordial) | [gilbertcordial.com](https://gilbertcordial.com)

---

## Professional Summary

With over 15 years of experience in Visual, Product, and Brand Design, I've led art direction and shaped design directions, focusing on crafting user-centric experiences across web, mobile, and marketing platforms in both agency and in-house environments. Known for creating aesthetic, functional designs aligned with business goals and user needs. Skilled at collaborating with cross-functional teams to deliver cohesive, impactful solutions. Passionate about mentorship and fostering team growth while driving cohesive design strategies that deliver meaningful results.

## Core Competencies

Visual Design, Product Design, Design Systems, Integrated Marketing Design, Art Direction, Brand Development, Brand Strategy, Visual Storytelling, Prototyping & Wireframing, Cross-Functional Collaboration, Team Leadership & Mentorship, Strategic Design Thinking

## Professional Experience

**Senior Visual Designer, Brand & Product** | **Carvana** | Los Angeles, CA

Nov 2020 – Dec 2023

- Led branding and visual design initiatives for site aesthetic enhancements, future product features, and brand architecture development, collaborating with key stakeholders to align with Carvana's evolving brand identity.
- Partnered with Product Managers and Developers to deliver user-focused product solutions for the Homepage, Search Results Page, and Vehicle Details Page, ensuring alignment with business objectives and technical feasibility.
- Partnered with the Design Systems team to refine and expand scalable UI components, supporting consistency across web and mobile platforms.
- Created comprehensive brand guidelines, defining visual standards, typography, and design components for cross-team alignment.
- Mentored designers, offering guidance on branding principles, design execution, and professional development.

**Key Contribution:** Delivered cohesive branding and product design improvements, enhancing user engagement, supporting technical feasibility, and reinforcing Carvana's brand identity.

**Senior Art Director | AMP Agency | Los Angeles, CA**

Sep 2017 – Nov 2019

- Directed website redesign projects for clients like Mission Foods and LA Phil, delivering user-friendly designs that prioritized usability and brand consistency.
- Developed creative strategies aligning business goals with user experience best practices, ensuring stakeholder alignment throughout the project lifecycle.
- Collaborated with Creative Team, UX designers, and Developers to execute branding and design strategies, ensuring seamless transitions from concept to implementation.
- Presented design concepts to stakeholders, securing buy-in for creative strategies, project milestones, and long-term goals.
- Mentored designers, fostering their professional growth, encouraging best practices, and improving overall team design quality.

**Key Contribution:** Successfully led website redesign and branding projects, elevating client brand identities, enhancing user engagement, and fostering team collaboration.

**Art Director | BLITZ Agency | Santa Monica, CA**

May 2010 – Sep 2017

- Delivered high-fidelity visual designs for interactive digital experiences across web and mobile platforms, aligning with client brand standards and business goals.
- Collaborated closely with Creative Team, UX designers, and Development teams to ensure designs met technical feasibility and maintained aesthetic consistency.
- Led website redesigns and updates for clients like FX, Microsoft, and Anytime Fitness, improving usability and strengthening brand alignment.
- Developed marketing, campaign, and branding assets for digital experiences, maintaining visual consistency across multiple touchpoints.
- Mentored designers, focusing on visual execution, design principles, collaborative teamwork, and attention to detail.

**Key Contribution:** Delivered high-fidelity visual designs and assets for major clients, enhancing brand consistency, improving usability, and supporting cross-functional team collaboration.

**Contract Designer | SapientNitro | Santa Monica, CA**

Jul 2009 – Feb 2010

- Designed and implemented email marketing templates tailored to meet brand guidelines and campaign objectives for Hawaiian Airlines.
- Collaborated with copywriters and marketing teams to ensure consistent visual messaging across campaigns.
- Optimized template designs for desktop and mobile platforms, ensuring usability and brand consistency across devices.

**Key Contribution:** Improved email marketing workflows, reducing production time while maintaining visual consistency across campaigns.

**Art Director | Cannery Agency | Burbank, CA**

May 2003 – Jul 2009

- Designed interactive DVD menus, CD-ROM interfaces, and packaging assets for studios including Disney and Paramount, ensuring alignment with brand standards, technical specifications, and visual consistency.
- Collaborated with creative teams to brainstorm ideas, develop and design concepts, and create pitch designs that aligned with client objectives and brand guidelines.
- Oversaw quality assurance processes and collaborated with production teams to address technical constraints, optimize workflows, and consistently deliver polished final assets that met project requirements.

**Key Contribution:** Created polished and visually engaging DVD menus and packaging assets, ensuring adherence to studio brand standards and delivering an enhanced viewer experience.

## Education

**Bachelor of Art in Art, Emphasis: Graphic Design**

California State University, Northridge | Northridge, CA

## Technical Proficiency

**Design Tools:** Figma, Sketch, Adobe Photoshop, Adobe Illustrator

**Collaboration Tools:** Jira, Confluence, Slack

**Development Basics:** HTML, CSS

**File Management:** Dropbox, Google Workspace

**Presentation Tools:** Keynote, PowerPoint

**AI Tools:** ChatGPT