

# CHRISTIE GI

## Founder & Creative Director, Gi Studio

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### EXPERIENCE

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#### Founder & Creative Director

##### Gi Studio | Mar 2026 — Present

- Lead creative direction, strategy, and design for brands and agencies
- Lead pitch strategy, concept development, and executive presentations across brand, content, and digital
- Design scalable creative operations and workflows
- Provide leadership advisory and mentorship; design team structures and ways of working

#### Group Creative Director

##### Group SJR | Mar 2022 — Jan 2026

*(Previously: Creative Director, Associate Creative Director | 2018 — 2022)*

- Led a 23-person multidisciplinary team across design, motion, video, and development
- Directed brand and campaign work for Fortune 500 clients across healthcare, finance, tech, luxury, and energy
- Led pitch strategy and creative resulting in multi-million-dollar new business wins
- Built scalable systems for quality, efficiency, and growth
- Mentored and developed senior creatives

*Clients: Tiffany & Co, Amazon Science, Aetna, CVS Health, Spotify, Verizon, Kyndryl, IBM, Accenture, Ad Council*

#### Earlier Agency Experience: Radancy, McCann, Ogilvy, Narrative, Global Grind, RDA Integrated (2011 — 2018)

*Selected clients: P&G, Avon, Under Armour, Toyota, Verizon, U.S. Army, Cigna, Lockheed Martin, Nespresso*

### SKILLS

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- Creative Direction & Brand Strategy
- Creative Operations & Workflow Design
- Pitch & New Business Leadership
- Organizational Design & Team Structure
- Executive Storytelling & Presentation Design
- AI-Enabled Creative Workflows
- Content & Social Strategy
- Leadership Advisory & Mentorship

### RECOGNITION & INDUSTRY INVOLVEMENT

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- Webby, IAC, W3, Digiday, Web & Mobile Web Awards (multiple wins & honors)
- Featured in Ad Age, Adweek, The Drum, Variety & Adobe
- Adobe Webinar Speaker — Purposeful Visuals: Creative Changemakers and Genuine Storytelling (2021)
- Guest Lecturer — Maryland Institute College of Art (MICA), Art Direction Program (2025)

### EDUCATION

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#### BFA, Graphic Design

Savannah College of Art and Design | 2008 — 2010

#### AS, Fine Art

Georgia Perimeter College | 2005 — 2008