

# Phil Gillman

Experience Designer, Maker & Writer

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## Summary

15 years of strategically leveraging experience design, storytelling, content and utility to build successful brands, products and services.

My background is a hybrid of conceptual copywriting, creative tech and experience design. I've managed teams consisting of the full mix of creative talent -- art directors, copywriters, programmers, ux designers, producers, etc -- across a wide range of B2B and B2C clients.

Specialties: Concept Development, Creative Leadership, Creative & Brand Strategy.

Specialize in making interactive and engaging experiences that build audiences consideration and awareness of brands & products.

Deep knowledge of interactive technology, experience design and creative production.

Experience in all areas of idea development including copywriting, design, video, programming, user experience and content planning.

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## Experience

### **Partner at Siberia.**

March 2013 - Present (6 months)

Partnering with ambitious organizations to imagine, shape and grow products and services. I oversee company wide operations and lead select client & agency partnerships.

### **Creative Director at Soap Creative**

March 2011 - March 2013 (2 years 1 month)

Led creative concepting for clients including Pernod Ricard, ING Direct and Unilever. Managed concept and brand/strategy teams. Wrote copy, concepted and created things.

*1 recommendation available upon request*

### **Creative Director, Copywriter, Experience Designer at philmang.com**

February 2010 - March 2011 (1 year 2 months)

Creative Direction, Copy, Experience Design & Strategy for a range of clients and projects. Agencies & Brands include: Digitas, AIS/Havas Media, Momentum WW, Delta, TIAA-CREF, Verizon and many more.

*1 recommendation available upon request*

### **Editor at Banner Blog**

January 2006 - January 2011 (5 years 1 month)

One of several editors of <http://www.bannerblog.com.au> . Help to catalog the best online advertising and media.

## **Interactive Creative Director at Kastner & Partners**

December 2008 - March 2010 (1 year 4 months)

I led interactive creative & production for a range of clients including Red Bull, 2k Sports & Firethorn/Qualcomm. Projects included Games, Advertising, Websites and Applications.

Work closely with traditional creative teams to ensure the creation of highly successful integrated campaigns.

*1 recommendation available upon request*

## **Strategic Advisor at GX Studios**

October 2008 - March 2009 (6 months)

Consulting with startup gaming company on Strategy & Marketing.

## **Experience Director / Sr Creative [freelance] at Soap Creative**

June 2008 - December 2008 (7 months)

Extensive concepting, writing & creative strategy work. Clients include:

Foxtel: concepting, writing, experience design, creative direction and online branding for website relaunch & online video application development & launch.

3 Mobile: creative and experience consultant for e-commerce redesign.

Unilever: Cornetto & Rexona: strategy and concepting for campaigns, online and integrated outdoor/hybrid/guerrilla.

## **Director, Experience Design at DDB Worldwide, Seattle**

June 2006 - February 2008 (1 year 9 months)

Lead the development of innovative solutions that drive engagements between brands and their constituents & consumers. Collaborate with creative and strategy to ensure high quality production and successful engagements. Drive adoption of cutting edge technology and media that open new communication and engagement channels for brands.

*3 recommendations available upon request*

## **Executive Producer & Co-Creative Director at Peel Interactive**

January 2004 - June 2006 (2 years 6 months)

Executive Producer & Co-Creative Director on a wide range of interactive projects.

Concepted and Produced a wide range of cutting edge interactive creative projects. A small shop, Peel gave me the opportunity to wear a lot of different hats, and create some really cool stuff with some great clients and co-workers.

While I started primarily on the technology and motion side, I became a creative lead in partnership with our Exec. Creative Director and Interactive Director. I served as the co-creative director on a wide range of projects, writing concepts, selling them through to new and existing clients, and guiding concepts through implementation.

Check out some of it at [www.peelinteractive.com](http://www.peelinteractive.com)

*6 recommendations available upon request*

## **Media Technologist at Peel Interactive**

January 2003 - January 2004 (1 year 1 month)

Concept and Develop interactive applications and marketing materials for a wide range of clients.

*2 recommendations available upon request*

**Executive Producer, Creative Director and New Media Consultant at HavocStudio LLC**

January 1999 - January 2003 (4 years 1 month)

Co-founded a small interactive shop. Led creative direction and development for a range of small and mid-size clients. Closed down the company to pursue other interests.

**Interactive Designer at Aris Consulting**

2000 - 2001 (1 year)

Concepting, Animation, Front End Development, JS, CSS, HTML, Flash.

**Marketing Program Manager (Interactive Focus) at Earthday Network**

2000 - 2000 (less than a year)

Led digital marketing and emerging fund-raising programs.

Led corporate & celebrity partnership efforts for fundraising purposes.

Led innovation partnerships, working with Amazon.com and others to develop cutting edge online fundraising & awareness platforms.

**Special Events & Online Marketing Consultant at Earth Communications Office**

1998 - 1999 (1 year)

Outside consultant assisting with special events & digital efforts.

**Office Manager at Southland Farmers' Markets Assoc.**

September 1998 - October 1999 (1 year 2 months)

Led the development of first website & email marketing efforts.

Managed financials & bookkeeping including payroll, accounts payable and accounts receivable.

Coordinated and assisted with market operations.

**Assistant Technical Director & Scene Shop Foreman at Pomona College Theater**

September 1992 - May 1997 (4 years 9 months)

Assisted in management of 10-15 person production crews.

Led production builds and stagings.

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## Languages

**English** (Native or bilingual proficiency)

**Marketing Wank** (Native or bilingual proficiency)

**Various Web Programming** (Professional working proficiency)

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## Skills & Expertise

**Creative Direction**

**Branding**  
**Interactive**  
**Experience Design**  
**Copywriting**  
**Strategic Planning**  
**Prototyping**  
**Technical Architecture**  
**Information Architecture**  
**User Experience**  
**Concept Generation**  
**Concept Development**  
**Mobile Devices**  
**Mobile Marketing**  
**Usability**  
**Marketing**  
**Marketing Strategy**  
**Marketing Communications**  
**Market Research**  
**Social Media**  
**Technical Leadership**  
**Technical Analysis**  
**Interactive Advertising**  
**Animation**  
**Digital Strategy**  
**New Media**  
**Online Advertising**  
**Art Direction**  
**Web Design**  
**Online Marketing**  
**E-commerce**  
**Flash**  
**Advertising**  
**Interactive Marketing**

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## Education

### **Pomona College**

BA, History, Physics, 1992 - 1998

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## Honors and Awards

Commarts, Design Interact, Webbys, Effie Finalist, Yahoo, Macromedia/Adobe Sites That Inspire

## Interests

Food, Wine, Beer, Advertising, Technology, History, Science, Politics, in no particular order.

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## 14 people have recommended Phil

"Phil's a no-nonsense ideas man with a great mind for strategy. A clear communicator, he has a knack for getting people to think about problems from a number of perspectives. I look forward to working with Phil again in the future."

— **Tony Wild**, *Senior Copywriter, Soap Creative*, reported to Phil at Soap Creative

"Phil impressed me from the first day. Hired to lead the user information design of a large, complex web build for a financial company, Phil grasped the big picture, and came up with a number of approaches for our client and demonstrated his deep understanding of the technical requirements and limitations of the project. Over the course of the project he demonstrated superb leadership and teamwork with in-house teams and also advised and liaised with client-based implementation teams winning over very senior clients in the process. I hope I can get to work with Phil again!"

— **David Sciascia**, was Phil's client

"Phil is one of the smartest, most versatile people I've had the pleasure of working with. He has a depth of knowledge across many fields- strategy, creative, experiential, production, and general tech. He's also a great leader for any team being built. Get with the Gillman program."

— **David Donegan**, *Managing Partner, Kastner & Partners Interactive*, managed Phil at Kastner & Partners

"I still joke with Phil about what social medium is the best way to get in touch with him, but what that joke masks is how impressed I am with how forward-looking and thinking he is. Phil's a pot-stirrer in the best sense of that term. Bland he's not. It's going to be a long while until DDB realizes what it lost when he left in terms of strategic and creative thinking – and knowing the difference between those terms – smarts, contribution to every client he worked with, internal culture, and overall personality. I learned a lot from him and hope to work together again. Preferably in Sydney, though we'll have to import IPAs."

— **Tim Frommer**, *Sr. Business Manager (Acct. Supervisor), DDB Seattle*, worked directly with Phil at DDB Worldwide, Seattle

"Working with Phil on projects is equivalent to working with an experience designer, developer, creative technologist, creative director, and well, I'd call him a interactive enabler. He makes your ideas better and knows how to get it done. He sees the big picture, yet doesn't overlook the details. If you're ever in a room with him, you'll be amazed at the amount of knowledge that's tucked away in that head of his. You'll probably

go out and buy a few books afterwards to try and catch up, too. Collaborating with Phil over the last 2 years have been quite an experience, and I look forward to learning more from him."

— **Ray Page**, *Associate Creative Director of Interactive, DDB Seattle*, worked directly with Phil at DDB Worldwide, Seattle

"Phil is a great guy to work with. He see's the big picture."

— **Troy Brock**, *Art Director, DDB Seattle*, worked directly with Phil at DDB Worldwide, Seattle

"Phil provided PBS excellent work and was an absolute pleasure to work with. The projects that Phil worked on for PBS always exceeded our expectations. We gave him the idea and not only did he impliment what we wanted but improved the overall idea. He was great to work with."

— **Brianna Lopez**, was Phil's client

"Driven, brutally honest sans latent malice, quintessential east-coast mentality tempered with a wandering midwest benevolence. Of everything I learned from the man, I'd list "find a way to get it done; deadlines don't care about your pneumonia" as the most important. Sort of goes hand-in-hand with "duct tape fixes everything". He's on a short list of folk I'd trust around a Longhorn steer."

— **bill ryan**, *Copywriter, Freelance*, reported to Phil at Peel Interactive

"Phil has always been a clear and decisive leader for the projects I have worked on with him."

— **Josh Brown**, *Software Architect / Development Consultant, Peel Interactive*, reported to Phil at Peel Interactive

"I've worked with Phil on several projects. He's on my short-list of people I trust to deliver at the highest level of quality, at every level of service, with a spirit of direct and honest communication, leavened with wit and good humor. He's terrific and I endorse him whole-heartedly."

— **Michael Heasley**, was Phil's client

"Phil has always shown strong leadership and a broad vision. He is very responsible and proactive. Highly Recommended."

— **Matthew Chase**, worked with Phil at Peel Interactive

"In the many campaigns I have worked on with Phil, he has constantly brought new and interesting ideas to the table and has been extremely responsive to all of our requests - whether the turnaround time is a couple of days or a couple of hours. He's very dependable and great to work with!"

— **Julie Griffin**, was with another company when working with Phil at Peel Interactive

"Phil was and I'm sure is still to great with as he builds his northwest empire. He did a number of web

advertising projects while at Peel for PBS. Great knowledge and ability to really rope in whoever he needs to get whatever he needs done. Very tenacious and really willing to go the extra mile to get projects done. Made a ludicrous promise to get a mootube website up for virtually nothing very very quickly. He ended up chasing cows in the middle of texas while trying to code, write and QA. They pulled it off when i'm pretty sure no-one else could have. I'm still grateful for that."

— **Richard Vincent**, was Phil's client

"Phil is an insightful solution minded consultant."

— **Dave McKeague**, was Phil's client

[Contact Phil on LinkedIn](#)