

RUSSELL SINCLAIR

Creative Director | Advertising and Brand Expert | AI Creative Production Specialist

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PROFESSIONAL SUMMARY

Advertising and brand Creative Director specializing in AI creative production. I solve campaign and production bottlenecks by originating ideas, directing generative systems, diagnosing off-brief output, and iterating to finished work. I combine creative judgment with GPT, Claude, generative image and video, and agentic/API workflows to deliver relevant work faster while preserving brand voice, visual consistency, and a distinctive campaign identity.

CORE CAPABILITIES

Creative Direction | Brand Strategy | Campaign Systems | Concept Development | Art Direction | Executive Presentations | AI Creative Production | Generative Image and Video | Output Evaluation | Agentic and API Workflows | Storyboarding | Prototyping | Digital and Social | A/B Testing | Production and Post

PROFESSIONAL EXPERIENCE

Founder / Creative Director | 360ACD, New York, NY | 2024-Present

- Solve creative bottlenecks with campaign ideas and systems across film, social, outdoor, digital, and presentation-ready prototypes.
- Direct GPT/Claude, Runway, and generative image/video workflows from scripts, storyboards, sketches, and reference imagery.
- Evaluate output against strategy, brand voice, product accuracy, composition, character continuity, and professional finish; diagnose failures and direct corrective iterations.
- Build GPT/Claude-directed, API-assisted pipelines for generation, review, editing, and asset management.
- Reimagine agency ideas for Hoegaarden and Pepsi and BMW account work with AI, alongside original UNIMPOSSIBLE Films.
- Deliver polished case studies from concept through editing, sound, and presentation, beyond first-pass generation.

Associate Creative Director / Senior UX Designer | IBM Global Digital Marketing, New York, NY | 2016-2024

- Led creative development across IBM Cloud, Security, and Watson AI marketing, translating complex enterprise technology into clear campaign narratives and digital experiences.
- Improved IBM Cloud Compliance site engagement by 55% versus the prior version and increased IBM Cloud home-page conversion by 46% through A/B testing.
- Social Media Design Lead for IBM's Content Hub; created paid and organic social tiles, stories, and campaign content to amplify IBM news, events, and press releases.
- Collaborated with strategy, development, and UX teams in agile IBM brand programs.

Senior Digital Art Director | Bank of America Merrill Lynch, New York, NY | 2015-2016

- Developed digital campaigns, landing pages, and financial-product communications across web, social, and digital advertising channels.

Senior Digital Art Director | Saatchi and Saatchi Wellness, New York, NY | 2015

- Created integrated digital and healthcare marketing for AstraZeneca across web, social, and email platforms.

Integrated Creative Director | Korey Kay and Partners, New York, NY | 2012-2015

- Led integrated advertising, experiential, outdoor, landing-page, email and CRM, and social work for the MTA, LIRR, Port Authority, and SodaStream.
- Created a Times Square social and event campaign for SodaStream that increased its fan base by 70%.

Associate Creative Director / Art Director | DeVito/Verdi, New York, NY | 2010-2012

- Developed integrated campaigns for retail, spirits, and consumer brands including K&G, Men's Wearhouse, Russian Standard Vodka, Chivas Regal, Hoegaarden, and Kahlua.

Creative Director | DDB Miami, Miami, FL | 2006-2010

- Led integrated television, digital, and brand campaigns for the Florida Lottery with writers, strategists, and producers.
- Work contributed to a record \$4.12 billion in revenue and the brand's largest positive recall; notable work included the Cars and Cash campaign featuring Ford vehicles.

SELECTED BRAND EXPERIENCE

IBM | Visa | Pepsi | BMW | Burger King | Pizza Hut | AT&T | Bank of America | Hyatt | AstraZeneca | Florida Lottery | MTA | LIRR | SodaStream | Gillette | Carnival | Apple | Campbell's | GE | Converse | Foot Locker | Chrysler | Ford | HBO

TOOLS AND PLATFORMS

Language and agents: ChatGPT and GPT | Claude

Generative video: Runway | Higgsfield | Seedance 2.5 | Hailuo 3 / MiniMax H3 | Veo | Kling

Image and production: Midjourney | Firefly | Gemini | Nano Banana | Adobe Creative Cloud | Figma | AEM | Target | Jira

WORKFLOW DESIGN

Weavy node pipelines and exploratory local, high-VRAM ComfyUI workflows offer more control over models, references, and iteration; developing GPT/Claude-directed API links with Runway, Higgsfield, and ComfyUI. Structured positive/negative prompts and review loops protect brand voice, art direction, and character/product consistency while redirecting off-brief output.

EDUCATION

BA, Visual Arts, Rutgers University | Advertising, School of Visual Arts