

JERRY CIESLIK

CREATIVE GENERALIST | AI WORKFLOW LEADER |
CREATIVE DIRECTOR

DETAILS

ADDRESS

Chicago, Illinois
United States

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CORE CAPABILITIES

Creative Systems
Architecture

AI Workflow Design &
Implementation

Scalable Content
Production

Generative AI

Dynamic Content
Personalization

Process Optimization &
Automation

Cross-Functional
Leadership

Team Enablement & AI
Training

LINKS

www.digijerry.com

[LinkedIn](#)

PROFILE

I turn creativity into systems that scale. Creative leader operating at the intersection of ideas, technology, and execution. I design the frameworks, workflows, and infrastructure that allow teams to produce high-quality creative at speed and volume. My work focuses on reducing production friction, increasing output, and building repeatable systems that make creative more efficient, adaptive, and future-ready.

I don't just generate ideas. I build environments where better ideas consistently happen. Recent work includes systems scaling to 300+ monthly creative outputs, reducing production costs by ~50% and expanding dynamic content coverage from ~20% to 90%+ across key markets.

EXPERIENCE

Creative Generalist, Freelance Consulting

Chicago

Jun 2023 — Present

- Designed and implemented AI-driven creative systems supporting large-scale retail production across video, social, and display.
- Built AI-powered workflows enabling the production of hundreds of localized creative assets monthly across multiple markets and channels
- Developed modular prompt frameworks to standardize creative output and enable scalable storytelling across campaigns
- Architected a centralized knowledge system "TDAiOS" connecting vehicles, offers, regions, and personas into a usable creative infrastructure
- Identified and implemented automation opportunities across production pipelines, reducing manual versioning, resizing, and asset handling
- Partnered across creative, strategy, tech, and analytics to improve dynamic content systems and output consistency
- Led hands-on AI adoption across teams, translating emerging tools into practical workflows and training teams to execute independently
- Concepted and contributed to new retail innovation models, including AI-driven search visibility, sequential storytelling, and conversational systems
- Delivered production-ready creative while building systems that reduce future cost, time, and operational complexity

Clients: Toyota (TDA Retail, via Saatchi & Saatchi NY), BAT

Associate Creative Director, Leo Burnett

Chicago

Mar 2008 — May 2025

- Led integrated creative across major brands while building systems that improved how work gets made across teams and disciplines.

- Designed and implemented AI-assisted workflows that accelerated ideation, production, and iteration across creative teams
- Built internal tools, frameworks, and prompt systems to support scalable content creation and faster concept development
- Led agency-wide AI upskilling through workshops, training sessions, and hands-on demonstrations across creative, strategy, and production
- Acted as an AI subject matter expert, advising leadership on workflow transformation and emerging creative technologies
- Developed internal platforms and agent-based tools to support ideation, copy generation, and creative exploration
- Improved cross-team collaboration by introducing systems that connected creative, data, and strategy workflows
- Delivered high-volume, multi-channel creative across digital, CRM, retail, and experiential while maintaining consistency and quality
- Mentored cross-disciplinary teams and helped evolve creative processes to align with emerging technologies

Clients: *Kimberly-Clark, Heineken, Bank of America, Sandals, Beam Suntory, Dunkin', Kellogg's, Samsung, United, National Beef Council, Skoal, Copenhagen, Red Seal, Marlboro, Altria*

Senior Art Director, Mess Marketing

Chicago

Aug 2006 — Mar 2008

- Developed and executed multi-market experiential and digital campaigns across major U.S. cities
- Built culturally driven brand activations rooted in music, lifestyle, and emerging subcultures
- Navigated regulatory-heavy categories while maintaining creative impact

Clients: *R.J. Reynolds, Kawasaki, AutoZone, Old Style*

Freelance Art Director, Draft (FCB)

Aug 2005 — Aug 2006

- Created global retail and in-store campaign systems for Nokia product launches
- Delivered high-volume creative across international markets under compressed timelines
- Designed scalable retail kits and experiential concepts for global deployment

Clients: *Nokia, Sony*

Art Director, Bridges Media Group

Apr 2004 — Aug 2005

- Directed broadcast and radio campaigns from concept through production
- Managed end-to-end production, including casting, editing, and delivery
- Supported studio operations and mentored junior creatives

Clients: *Culligan Water, Majestic Star Casino*

EDUCATION

BFA, Multimedia / Design, Illinois Institute of Art

Chicago