Juliana Taliaferro Gutowski

Creative Director · Architect by training

jtgutowski@gmail.com
linkedin.com/in/julianagutowski
julianagutowski.com
New York City / Colorado

Making brands famous in beauty, sport and culture.

Juliana built brand-defining work at the industry's best agencies, including Johannes Leonardo, R/GA, Droga5, BBDO, Anomaly, MullenLowe and Grey Group, across global campaigns for Nike, adidas, Sephora, Burt's Bees, Google, Amazon Music, Bose, American Express, Fossil, Volvo and more. Her work earned recognition from Cannes, The One Show and the Clios, and was covered by Vogue, Forbes, Adweek, Pitchfork, Highsnobiety, Hypebeast and Esquire.

Experience

Creative Director, Freelance

3MadFish · Remote · Jul 2025 to Mar 2026

Led the creative expression and evolution of Burt's Bees as an extension of the internal brand team. Defined brand narrative and visual language across campaigns, launches, content and social, from concept through execution. Opened the brand up to Gen Z while staying true to what loyalists already love.

Creative Director, Freelance

MullenLowe U.S. · New York · 2023 to 2024

Pitched and won Yieldstreet. Oversaw integrated work across four accounts and teams at once: Aleve, Iberogast, Banner Health and Yieldstreet, driving creative strategy from brief through production.

Creative Director, Freelance

R/GA · New York · 2022 to 2023

Led Sephora and American Express. Won TurboTax AOR: an integrated campaign across broadcast, digital, audio, social and streaming partnerships.

Associate Creative Director

Anomaly · New York · 2021 to 2022

Concepted the rebrand for Bose. Produced Vroom's Super Bowl LV spot. Clients: Bose, Vroom, Ally.

Senior Art Director

Johannes Leonardo · New York · 2019 to 2021

Global campaigns for adidas Originals and adidas Performance. Pitched and won Amazon Music HD. Clients: adidas, Amazon Music, Kraft.

Senior Art Director

247 Laundry Service · New York · 2017 to 2019

Created Fossil's highest-performing social campaign, which sold out of product before full launch. Pitched and won Luminous Diamonds and Nike Air Max for Foot Locker. Clients: Nike, Fossil, Michelob Ultra, LG Mobile.

Creative, Freelance

Droga5 · New York · Oct to Nov 2017

Launched Google Pixel 2.

Art Director

Grey · New York · Feb to Sep 2017

Clients: Volvo, AARP, Ally Bank.

Art Director

Live Nation Entertainment · New York · 2016 to 2017

Founding creative of Live Nation’s in-house shop. Concepted the brand’s first phone-free event. Two Clio Bronzes. Clients: Citi, Budweiser, Secret.

Designer

BBDO Worldwide · New York · 2014 to 2016

Won 15+ accounts in new business, including Pepsi, Barbie, Grey Goose and Bacardi. In 2015, contributed to $1B+ in new revenue at a 70% pitch win rate, growing agency revenue 5 to 7%.

Earlier career

Creative Lead, Freelance · Tulsi Gabbard Presidential Campaign

Architectural + Graphic Designer · Streetsense

Film + Media Art Director · OTJ Architects

Designer + Photographer · Washington Life Magazine

Education

University of Virginia · BS, Architecture

Pratt Institute · MFA, Communication Design

Disciplines

Brand platform development, campaign architecture, art direction and design systems, film and production direction, identity and rebrand, new business strategy, experiential and live, cultural strategy, team and creative leadership, AOR relationship management.

Recognition

Cannes Lions, Clio Awards, One Show. Featured in Vogue, the Washington Post, Forbes, Fast Company, Ad Age (Editor’s Pick), Adweek, Esquire, Highsnobiety, Hypebeast, Pitchfork, Muse by Clios, LBB Online, BuzzFeed and the Economic Times.