



Creative Director | AI-Native Brand + Campaign Leader | UX/Product Design | SaaS + Fintech Strategy

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Professional Summary

Creative Director, hands-on Art Director, UX/Product Designer, and AI-native marketing strategist with 15+ years of experience helping brands, SaaS platforms, fintech products, marketplaces, and digital experiences move from complexity to clarity. I combine **brand storytelling, direct-response creative, UX strategy, product marketing, and AI-enabled production** to build creative systems that help companies launch faster, communicate smarter, and convert better.

I am not a leader who only manages the work. I still open Figma, write the copy, shape campaign concepts, design landing pages, develop storyboards, build pitch materials, prototype digital experiences, and ship production-ready creative. My value is the ability to operate at both levels: **define the strategic direction and personally execute the creative.**

My strongest fit is with companies that need to push **SaaS, fintech, health/wellness, marketplace, or AI-enabled products** to the next level — especially when the challenge is making a complex platform feel more human, useful, trustworthy, modern, and commercially effective. I understand how to connect the full journey: the ad, the message, the landing page, the product experience, the onboarding flow, the pricing story, the trust signals, and the customer decision.

What I Bring

AI-Native Creative + Product Acceleration

I use AI as a daily production multiplier, not as a novelty. I integrate AI into concept development, copy exploration, product messaging, campaign angle generation, user-flow thinking, competitive analysis, landing-page structure, image direction, storyboarding, video concepts, rapid prototyping, and creative versioning. I use tools such as ChatGPT, Claude, Gemini, OpenAI, Vercel/v0, Figma workflows, HeyGen, ElevenLabs, FlexClip, and AI image/video tools to move from idea to prototype faster while keeping the final work polished, strategic, and brand-consistent.

SaaS + Fintech Translation

I specialize in making complex products easier to understand, easier to use, and easier to sell. My work in treasury, banking, rewards, digital products, marketplaces, and subscription-based platforms has trained me to turn dense workflows, abstract capabilities, and technical features into clear product narratives, intuitive UX, credible messaging, and conversion-focused experiences.

Hands-On Creative Execution

I personally create landing pages, ad concepts, brand systems, campaign toolkits, pitch materials, email campaigns, video storyboards, UX flows, and Figma layouts. I can move from strategy to concept to headline to design to presentation to production without waiting for a large team.

Direct-Response + Growth Creative Thinking

I understand that modern creative has to do more than look good. It needs to stop the scroll, clarify the offer, answer objections, reduce friction, build trust, and move performance metrics. I think in terms of CPA, ROAS, CVR, CTR, thumb-stop rate, landing-page drop-off, A/B testing, offer clarity, persona-based messaging, and funnel alignment.

Full-Funnel Systems Thinking

I instinctively audit the entire journey: ad creative, landing page, product story, demo flow, intake form, onboarding, checkout, pricing, trust signals, sales enablement, and follow-up communication. Strong creative does not live in isolation — it works when every step reinforces the same value proposition.

Maker + Mentor Leadership

I lead teams, mentor talent, elevate craft, and manage stakeholders — but I also stay close to the work. I can guide designers, writers, producers, product teams, sales teams, and executives while also jumping into the file to solve the creative problem myself.

Core Skills

AI-Enabled Creative Workflow

AI-assisted ideation, rapid prototyping, creative versioning, copy iteration, campaign angle generation, AI video concepting, AI image direction, prompt writing, product experience prototyping, Vercel/v0 workflows, ChatGPT workflows, Claude workflows, Gemini workflows, OpenAI tools, HeyGen, ElevenLabs, FlexClip, and production acceleration.

SaaS + Fintech Product Marketing

Treasury product storytelling, B2B SaaS messaging, feature narratives, sales enablement, complex workflow simplification, banking/financial services UX, product positioning, onboarding strategy, trust-building communication, demo support, and go-to-market creative.

Creative Direction + Art Direction

Brand systems, campaign concepts, ad creative, typography, visual hierarchy, color, composition, image direction, design critique, brand standards, integrated campaigns, and production-ready creative execution.

UX + Product Design

Human-centered design, responsive web/mobile design, Figma, wireframes, prototypes, dashboards, entitlements, role management, complex user flows, accessibility, ADA/WCAG, customer journeys, personas, product experience strategy, and digital transformation.

Campaign + Performance Creative

Paid social, Meta, TikTok, YouTube, Google, Reddit, LinkedIn, landing pages, email campaigns, UGC-style creative, short-form video, static ads, hooks, headlines, CTAs, A/B testing concepts, direct-response copy, lead generation, customer acquisition, and conversion optimization.

Creative Operations + Leadership

Creative team leadership, mentorship, stakeholder management, agency/freelancer management, project prioritization, production workflows, campaign QA, timelines, vendor management, client presentations, and cross-functional collaboration.

Measurement + Optimization

Google Analytics, Mixpanel, NPS insights, competitive research, campaign performance review, funnel analysis, CPA, ROAS, CVR, CTR, thumb-stop rate, landing-page performance, and qualitative customer insight.

Tools + Platforms

Figma, Adobe Creative Cloud, Vercel, v0, ChatGPT, Claude, Gemini, OpenAI, HeyGen, ElevenLabs, FlexClip, AI image/video tools, Jira, Slack, Google Analytics, Mixpanel, Stripe, Supabase, Resend, Next.js workflows, Google Play Console, SEO/SEM/PPC, retargeting, paid social, email campaign workflows, and presentation/design production tools.

Professional Experience

Sills Communications LLC / ReBoot — Founder / Chief Creative Officer

Greenville, SC | Aug 2025 – Present

Founded a modern creative studio focused on AI-enabled brand strategy, SaaS/product storytelling, UX, performance creative, digital product development, and business-building campaigns.

- Lead creative strategy, brand direction, product messaging, UX thinking, campaign concepts, pitch materials, and client/business development efforts across health/wellness, marketplace, and digital product concepts.
- Built AI-native creative workflows using ChatGPT, Claude, Vercel/v0, Figma, HeyGen, ElevenLabs, FlexClip, and AI image/video tools to accelerate ideation, copy exploration, rapid prototyping, storyboarding, and creative versioning.
- Create hands-on assets across Figma, landing pages, email, social, paid media concepts, pitch decks, video scripts, product screens, and marketing collateral.
- Develop outreach, lead generation, decision-maker messaging, and go-to-market concepts for emerging SaaS, marketplace, and service-business opportunities.
- Use full-funnel thinking to connect brand positioning, audience objections, landing-page clarity, product experience, pricing story, and follow-up communication.

AutoimmuneAI.org — Founder / Creative Director

Greenville, SC | Oct 2025 – Present

Founded and built the creative, product, and brand direction for a health/wellness digital platform using AI-assisted nutrition support, meal scanning, fitness tracking, recipe content, and subscription-based engagement.

- Built the brand system, product story, content direction, and visual experience for a consumer health/wellness SaaS-style platform.
- Created campaign concepts, product messaging, landing-page copy, video storyboards, email messaging, app-screen concepts, sales-page content, and subscription-conversion messaging.
- Used AI workflows to accelerate app concepting, feature messaging, creative testing, image direction, storyboarding, and product experience prototyping.
- Shaped messaging around AI meal scanning, AIP lifestyle support, gluten-free compliance, recipes, fitness tracking, trial offers, user trust, and responsible health/wellness communication.
- Worked across product, brand, UX, performance creative, pricing strategy, Stripe, Google Play Console, PWA distribution, and app-store readiness.
- Balanced persuasive marketing with responsible category language, avoiding overclaims while keeping the user benefit clear, human, and emotionally relevant.

Philadelphia, PA | Nov 2025 – Present

Co-founded and led design, brand, messaging, and go-to-market creative for a marketplace platform connecting sellers of valuable pre-owned goods with qualified resellers.

- Created the brand positioning, reseller outreach messaging, sales materials, website direction, and early-adopter pitch framework for a two-sided marketplace.
- Developed the value proposition around predictable inventory, reduced acquisition costs, first-look access, brokered seller relationships, escrow-supported logistics, and margin opportunity for resellers.
- Designed concepts for marketplace flows, seller acquisition, buyer/reseller onboarding, inventory presentation, trust-building communication, and transaction confidence.
- Produced hands-on creative including Figma layouts, one-pagers, LinkedIn messaging, cold email copy, reseller scripts, and pitch materials.
- Applied SaaS and marketplace thinking to seller outreach, buyer acquisition, platform experience, operational workflow, and partner conversion.

Jack Henry & Associates — Senior UX Product Designer & Marketing Specialist, Treasury

Charlotte, NC / Remote | Dec 2019 – Aug 2025

Led UX, product design, creative messaging, and treasury product marketing support for complex B2B financial technology experiences.

- Helped push treasury product experiences and messaging forward by translating complex financial workflows into clearer UX, stronger product narratives, and more usable digital experiences.
- Designed and evolved core fintech product experiences including dashboards, entitlements, limits, role management, account reconciliation, Positive Pay, secure login, mobile, and advanced identification.
- Developed concept-to-delivery creative for B2B go-to-market motions including landing-page direction, product messaging, feature narratives, sales collateral, and client-facing storytelling.
- Partnered with product, engineering, marketing, sales, and leadership teams to turn customer insight and business strategy into executable UX and marketing creative.
- Created 16 research-based personas to improve segmentation, product relevance, positioning, messaging clarity, and audience understanding.
- Simplified dense financial workflows with an emphasis on clarity, accessibility, reduced cognitive load, customer confidence, and operational efficiency.
- Connected product design and marketing strategy so complex treasury capabilities could be understood by both end users and buying committees.
- Brought a hands-on maker approach to fintech work, moving between strategy, wireframes, visual design, copy, presentation, and production details.

Wells Fargo — UX Lead / Visual & Product Designer

Charlotte, NC / Remote | Oct 2017 – Oct 2019

Led UX and visual design for the Rewards web ecosystem, supporting rebrand, digital experience transformation, responsive product experiences, and accessibility-driven execution.

- Led rebrand and experience redesign work across the Rewards digital ecosystem, aligning product experience, brand expression, and customer insight.
- Directed design across two Agile/Scrum teams while remaining hands-on from low-fidelity concepts through high-fidelity execution.

- Created mobile and web experiences aligned to brand, business goals, customer needs, and accessibility standards.
- Presented design concepts, rationale, and iterations to stakeholders, incorporating research signals, NPS feedback, and business priorities.
- Ensured ADA/WCAG accessibility and consistent brand expression across digital assets.
- Balanced enterprise design governance with practical production needs, deadlines, and cross-functional collaboration.

Sills Communications / Silverflame Communications Inc. — Founder / Chief Creative Officer

Philadelphia, PA | Jul 1997 – Oct 2019

Founded and led a full-service creative agency delivering integrated campaigns, brand systems, digital experiences, web, content, OOH, broadcast, video, and performance-informed marketing for major regional and national brands.

- Built and led an agency to **\$2.5M in annual billings**, managing creative, copy, production, account, media, vendor, and client relationships.
- Achieved **99% client retention** by delivering strong creative, reliable execution, and business-aligned campaign strategy.
- Developed integrated campaigns across paid media, social, editorial, web, OOH, broadcast, and video.
- Served brands including **SEPTA, Coca-Cola, Comcast, Nike**, and additional regional and national clients.
- Served as long-term AOR partner on SEPTA with Tierney Advertising and Red Tettemer O'Connell + Partners, delivering multi-year campaigns including Commuter's Choice, Airport Line, and SEPTA Love Stories.
- Created hands-on brand systems, campaign toolkits, landing pages, storyboards, scripts, video concepts, ad layouts, copy, pitch materials, and production-ready design.
- Led and mentored multidisciplinary teams while staying directly involved in concepting, design, writing, presentation, and production.
- Managed creative operations, timelines, budgets, vendor relationships, QA, campaign execution, and client presentations.

Advance Digital Media Group / South Jersey Media Group — Account Executive, Digital Media

Sep 2014 – Jan 2015

Sold and guided digital marketing programs across SEO, SEM, PPC, behavioral targeting, retargeting, social advertising, and website experience improvements.

- Helped clients align media strategy, creative messaging, budget, audience, and KPI goals.
- Supported pitch development, website UX/UI recommendations, and performance-informed digital marketing strategy.
- Strengthened client relationships through practical guidance on digital advertising, targeting, and conversion opportunities.

TGI Interactive / Today's Graphics — Director of Marketing

Philadelphia, PA | Mar 1995 – Jul 1997

Built and led an interactive marketing division during the early growth of digital media and web-based creative services.

- Developed sales and marketing strategy for interactive capabilities.
- Managed creative delivery, vendor relationships, client presentations, and production workflows.

- Helped expand the company's digital offering through web, interactive, and multimedia services.

Elmer's Inc. / Hunt Manufacturing — Art Director / Writer

Philadelphia, PA | 1988 – 1995

Led creative strategy, art direction, writing, packaging, collateral, and campaign development across a portfolio of consumer and business product brands.

- Supported creative across **13 subsidiary brands**, partnering with product and marketing teams.
 - Created packaging, collateral, advertising concepts, product communication, and visual brand materials.
 - Developed a strong foundation in typography, layout, copywriting, product storytelling, and hands-on production craft.
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Education

Art Institute of Philadelphia — Visual Communications

Additional Strengths

- Founder/operator mindset with hands-on creative production ability.
 - Strong eye for typography, hierarchy, spacing, composition, color, and emotional tone.
 - Skilled at making complex SaaS, fintech, and product experiences feel clear, credible, modern, and conversion-ready.
 - Comfortable creating both premium brand systems and fast, testable direct-response creative.
 - Experienced across fintech, SaaS, consumer health/wellness, marketplace platforms, transportation, retail, media, and service businesses.
 - Able to move from strategy to execution without waiting for a large team.
 - Strong fit for organizations modernizing their creative, product marketing, UX, or AI-enabled production workflows.
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Target Role Fit

Best aligned for roles such as:

- Creative Director
- AI-Native Creative Director
- Performance Creative Director
- Senior Art Director
- Brand Director
- SaaS Creative Lead
- Fintech Product Marketing Creative Lead
- Growth Creative Lead
- UX/Product Design Lead
- Integrated Campaign Lead
- Head of Brand Design
- Creative Strategist for SaaS, fintech, marketplace, health/wellness, or AI-enabled products