

Mirian Gil

Head of Creative. Creative Director.
AI Enabled Creative Systems Leader.

Hamburg, Germany (open to remote roles across the EU and to relocating to Berlin) | hello@migidesigner.com | [linkedin.com/in/mirian-gil](https://www.linkedin.com/in/mirian-gil)

Summary

Creative leader with 12+ years across creative direction, brand strategy, video production and team leadership. At YOYABA, a Hamburg agency for B2B (business to business) SaaS (software as a service) and DTC (direct to consumer) brands, I built the creative department from the ground up and lead a multidisciplinary team of 6 to 12 designers, motion designers, video editors and strategists. I connect positioning and visual identity with the systems that bring them to life: clear briefs, reusable templates, AI supported workflows and performance data that decides what we make next. I work in Spanish, English and German, and I am at my best where complexity needs to become clarity and creative ambition needs a system to scale.

Core competencies	Creative direction Big ideas with real craft, from first concept to final frame. My feedback comes from the timeline, not the sidelines. Concept development, client presentations, quality standards, video from pre production to final edit	Brand strategy Positioning so clear nobody confuses you with the competition, and a system that keeps it that way. Brand and visual identity systems, guidelines, asset libraries in Figma and Frontify	Performance creative Statics and video built to test and to scale. Every ad answers to a number, winners get iterated, losers retired fast. Meta, LinkedIn, YouTube; hooks and ad scripts; Hook Rate, Hold Rate, CTR (click through rate), CPL (cost per lead)
	AI workflows AI where it saves time, people where it needs taste. Faster production, same brand. AI image, video and voice generation, prompt systems per client, workflow automation, tools built with Claude	Creative leadership I built YOYABA's creative department from zero and lead the team that runs it: hiring, rituals, standards and growth. Player coach leadership, feedback culture, recruiting and briefing freelancers	System builder One production day, 200 creatives. Modular scripts, templates and processes that make great work repeatable. Asana workflows and automation, briefing systems, creative audits, resource planning

Experience	Creative Director and Team Lead, Creative Department YOYABA, Hamburg	Jul 2021 to Present
	<ul style="list-style-type: none">Built the creative department from the ground up: team structure, roles, workflows and creative standards, growing a small team into a multidisciplinary unit across design, motion, video and creative strategy.Lead 6 to 12 creatives as a player coach, owning creative direction and brand, visual and innovation strategy while staying close to the work.Direct creative across 100+ client brands in B2B SaaS and DTC, from positioning and identity to campaigns and always on content, with full ownership and no handoffs.Introduced an AI enabled production workflow that tripled creative output for a key client without lowering quality or brand integrity.Run creative audits that use performance data to decide what to produce next; one audit set a direction that lifted engagement 2.4x.Create paid social creative for Meta, LinkedIn and YouTube, writing hooks, headlines, primary text and video ad scripts, and reading results by Hook Rate, Hold Rate, CTR and CPL with the Performance Marketing team.	

Experience

YOYABA, continued

- Built guidelines and reusable template systems (40+ assets) that cut production cycles by 30% and keep clients and non designers on brand.
- Designed the team's Asana operating system, bringing Account Strategy, Creative Strategy and Performance Marketing workflows into one process with automation.
- Recruit, brief and review freelance designers, editors and filmmakers, and direct shoots on set from pre production to final edit.
- Direct German language campaigns for German brands with native copywriters, researching audiences, culture and competitors to brief creative; manage brand guidelines and asset libraries in Figma and Frontify; partner with SEO (search engine optimization) teams on content.

Earlier roles

Motion Graphic Designer · rubarb	Jan 2021 to Jun 2021
Produced motion graphics and video content, bridging design and animation.	
Creative Art Director · Otherway (ecommerce agency)	2019 to 2020
Directed creative and visual campaigns for ecommerce brands.	
Junior Art Director · Dos Alas Agencies	2018
Supported art direction and campaign design across agency accounts.	
Graphic Designer · SitcoDigital	2017 to 2018
Designed digital and print graphics for client marketing.	
Graphic Designer · Aliado	2015 to 2016
Produced brand and marketing graphics for agency clients.	
Graphic and Web Designer · migidesigner (independent practice)	2014 to Present
Brand identity and web design projects for independent clients.	

Brands

Personio AG1 Taxfix Urban Sports Club getAbstract Planted Instaffo Meister
Everyman Billwerk Workist ecosio WorkMotion Memtime Natapura Speekly
Jacks Urlaubspiraten Nemora

Tools

Design and video

Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Frontify, Asana, Meta Ads Manager (performance analysis)

AI

Claude, Magnific, Magnific Spaces, Higgsfield, Seedance, ElevenLabs, VEED, Motion

Education and languages

B.A. Graphic Design

Universidad Tecnológica de El Salvador, 2010 to 2014

UX/UI (user experience and user interface) Design

Desafío Latam, 2019 to 2020

Languages

Spanish (native), English (fluent), German (B2)

Portfolio

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