ASHER WILENS

Creative Director • Creative Technologist • Product Designer

EXPERIENCE

Superborn Group - New York, NY
Partner & Creative Director | 2024 – Present
Develop creative strategy, branding systems, and campaign platforms for startups and established brands. Co-lead next-generation digital products and AI-powered creative tools with Jason Lazar. Direct end-to-end visual systems, storytelling, and product design across web, social, and product UI.

Premier Gem Corp - New York, NY
Creative Director | 2017 – Present
Lead creative direction for a multi-generation natural-diamond house within the U.S. luxury trade. Build advertising campaigns, brand identity systems, and digital storytelling tools across print, e-commerce, retail, and social. Modernize the brand through emerging technologies including AR, VR, AI workflows, and 3D visualization. Oversee organic and paid social creative strategy, including Google Search/Display, Meta Ads, and audience-optimized campaign creative. Translate analytics (CPM, CTR, engagement rate, view-through, follower growth, A/B creative performance) into refined content systems that drive awareness and brand lift.

Key Achievements:
- Led creative behind multiple **Best Design Awards** at the Centurion Jewelry Show.
- Developed a one-of-a-kind rough-diamond collection from recycled stones cut in-house.
- Directed multi-channel luxury campaigns across print, trade, digital, and retail.
- Built refined brand frameworks that elevated Premier Gem's national visibility.
- Elevated high-end product photography used in national retail presentations.
- Grew social presence with data-driven creative calibrated to luxury audience behavior.

Lumije - New York, NY
Freelance Art Director | 2022 – 2023
Developed e-commerce product imagery, PDP layouts, and conversion-driven creative assets tailored for luxury jewelry shoppers. Refined brand messaging and campaign systems supporting impact-driven partnerships with Bpeace. Produced paid-social-optimized creative for Meta and Google Ads retargeting funnels, including carousel ads, dynamic product feeds. Collaborated on e-commerce growth strategy, interpreting metrics to improve creative performance across the customer journey.

Brown & Co - New York, NY
Freelance Art Director | 2019 – 2022
Designed billboard campaigns, editorial advertising, and magazine visuals. Delivered elevated production-ready creative for print and out-of-home.

The Woo Agency - New York, NY
Freelance Art Director | 2017 – 2018
Designed brand identity and UX/UI for the Ambulnz mobile app. Produced visual marketing content for digital and social campaigns.

Slickster - New York, NY
Co-Founder & Creative Director | 2017 – Present
Co-founded a mood-based travel and experience-planning platform that generates curated itineraries using AI workflows. Directed product design, UX, branding, and creative vision. Built using **Supabase, Stripe, Mapbox**, deployed on iOS and web.
Oversaw growth strategy including Meta Ads, Google UAC-style creative, engagement KPIs, and conversion-flow optimization.

EDUCATION

School of Visual Arts (SVA) Advertising, Graphic Design, Studio Product Photography
2012–2014

Hunter College
B.A. in Music
Minor in Film & Media Communications
2003–2007

SKILLS

Creative Direction
Art Direction
Visual Storytelling UX/UI Design
3D/AR Development
Unity
Emerging Technology (AR/AI) Product Design
Photography
Motion Graphics
Adobe Creative Suite
HTML/CSS
Brand Strategy
Paid Social Creative (Google & Meta)
Social Content Systems KPI-Driven
Creative Testing (CTR, CPM, ROAS, Engagement)
Concept Development
Music Composition

Inventor - Project Orion
Creator of a patented AR projection method that transforms any room into an immersive gaming or storytelling environment.

Inventor - The Riff (Quirky.com Winner)
Invented a guitar gig bag that converts into a stand. Selected as a top live-voted winner from thousands of submissions and fully prototyped through Quirky's platform.

Inventor - Harmony Hat
Designed a wearable synthesizer integrating flexible PCB engineering and touch-sensitive musical keys. Currently under development.

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