

Pietro Gagliano

Creative Director & Partner at Secret Location

Toronto, ON, CA

Your pictures will say more than 1,000 words with this award-winning creative director specializing in digital marketing and web development

Innovative Creative Director with a strong focus, and exceptional ability to merge multiple disciplines and platforms into solutions that heighten user perceptions, interaction and experiences. Proven success with corporate branding, product launch and promotion, social media and pitch work. Over ten years experience in digital marketing, motion graphics, videography, interactive design and web development. Award-winning work has been featured in the Canadian Art publication, Applied Arts Magazine, and discussed in other publications and forums including Azure, Ventilate, Under Consideration, Moco Loco and CBC Radio. Pietro has done work for clients that include Coca-Cola, Nissan, The National Film Board of Canada, Smirnoff, Microsoft and Xbox. A graduate of the YSDN Bachelor of Design Programme, and a Provisionary member of the Registered Graphic Designers of Ontario, he is artistic and imaginative, and has an inordinate passion for the creative process. Specializing in branding, interactive and motion design, Pietro refuses to believe that effective design is about following the brief and playing it safe; rather, he believes in critical thinking, problem solving, and pure creativity.

Keynote, Moderator, Panelist, Workshop, Host/MC

Business Services, Design, IT Services/Consulting, Information Technology and Services, Media Production, Media - Online, Computer Software, Graphic Design

Digital Marketing, Motion Graphics, Interactive Design, Website Development, Videography

Independent Design

Gladstone Hotel's Come Up To My Room

York University / Sheridan College

YSDN Bachelor of Design Programme

Recipient - Adobe Design Award for Web Design

In 2006, while a student in the York University / Sheridan College Bachelor of Design Programme, Pietro won an Adobe Design Achievement Award for Web Design. The Adobe Design Achievement Awards honour the most talented and promising student graphic designers, illustrators, photographers, animators, digital filmmakers and computer artists from the world's top higher-education institutions.

Creative Director & Partner - Secret Location

Secret Location is a new kind of integrated media company born from the dreams of talented artists, developers, and producers. Our goal at Secret Location is to create rich interactive and immersive entertainment properties, which are fundamentally cross platform in every aspect. Secret Location's mission is to produce highly inventive integrated creative solutions for advertising agencies, broadcasters and third-party film and television producers.

Recipient - Gemini Award

In 2011, Pietro and the team at Secret Location won a Gemini Award in the category of Best Cross-Platform Project (Non-Fiction) for Storming Juno Interactive. The Gemini Awards honour the best in Canadian television as determined by members of the Academy of Canadian Cinema & Television and other industry professionals.

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