

## CREATIVE DIRECTOR | BRAND IDENTITY & MARKETING

Strategic, passionate creative leader with decades of experience in directing and producing campaigns across multiple platforms and channels to build emotional, purposeful, and meaningful brand connections. Able to creatively tell a powerful story with a direction that is bold, provocative at times, and significant. Extensive involvement with Fortune 500 national and international clients.

Builds stellar teams and collaborates across multiple disciplines to innovate and create the unexpected for complex organizations. Works as an authoritative and compelling partner with clients, confidently guiding them through change and business transformation.

Branding & Identity Strategy  
Art & Design Direction  
Integrated Marketing

Cross-Functional Team Leadership  
Creative Concept Development  
Branded Environment Direction

Design Thinking  
Coaching and Mentoring  
Creative Problem Solving

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## KEY ACCOMPLISHMENTS

- Spearheaded and launched a global rebrand of Wells Fargo, including creating of new strategic visual identity and brand voice. Organically grew business by +30%.
  - Directed creative development of the acclaimed “Imagine” campaign for Stanford Medicine’s primary care initiatives. Demand was so great after the campaign launch that physicians appointments were closed earlier than expected.
  - Creative direction and graphic design for dozens of Fortune 500 clients, including comprehensive brand campaigns for Google, brand values content for Apple, niche advertising for Target, and advertising, rebranding and culture change at Audi.
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## EXPERIENCE

**BÄKKEN** | Creative Director  
11/2013 - Present

Clients include Google, Apple, NBC, Arts & Letters, Kettle, Siegel+Gale, W2O Group, SAP Leonardo, State Farm, MediaX at Stanford, Embrace, Little Lotus, TED, Register Ventures, Lowercase Capital

**Kettle@Apple** | Creative Consultant  
12/2019 - 06/2020 | San Francisco & Sunnyvale, CA

Since 2019, lead a team of designers at Kettle@Apple to elevate and amplify Apple’s brand values. Created and launched a website and report showcasing supplier diversity. Developed multi-channel creative for Earth Day while highlighting Apple’s environmental efforts. Launched a consumer-focused privacy site featuring Apple breakthroughs in privacy products and features.

**Siegel+Gale** | Creative Director  
03/2018 - 12/2019 | San Francisco, CA

Served as the creative lead of the San Francisco office and Wells Fargo, the largest client in the Siegel+Gale enterprise.

- Grew, led and fostered a 6-24 member team of dedicated designers to produce creative and launch global rebrand of Wells Fargo, organically growing business by +34% and fostering strong relationships with key clients.
- Brought a new, more strategic life to the client's visual identity and brand voice, including work as a strategic brand lead for its partner agency partners. Created an expansive and thoughtful brand toolkit that included all elements, including custom font development; signature iconography and photography styles, digital, motion and sonic principles, and marketing.

Associate Creative Director  
01/2016 - 12/2016 | New York, NY

During the first stint with S+G, created and oversaw the Clio Award-winning brand refresh of SAP, which was the firm’s largest enterprise client.

- Built a reliable creative team to create, roll-out and implement the new brand.

- The SAP account grew organically by 33%, primarily by winning additional scoped projects.
- Translated and piloted the new brand in the client's signature 1M sq. ft. "SAP NOW" conference. >
- Created a brand campaign AMEX, and a health awareness campaign for the FDA.
- Created visual identity campaigns for Novartis, Guardian, Synovus, Dale Carnegie, ConnectiveRx.

**mono** | Creative

06/2017 - 03/2018 | San Francisco, CA

Directed the creative development of the highly acclaimed "Imagine" campaign for Stanford Medicine's primary care programs in order to drive appointments. The campaign was so successful that physician appointments were closed earlier than Stanford had expected. Oversaw production of all broadcast, digital, and print campaign materials, while also growing the creative team and winning Krave account.

**Turner Duckworth** | Design Director

12/2016 - 05/2017 | New York, NY

- Drove the "Unbox Your Phone" launch creative for the futuristic redesign of Samsung Galaxy S8, resulting in a record 1 million pre-orders.
- Built and mentored an agile team out of the New York satellite office to service the firm's largest account and work on strategic initiatives with offices in London and San Francisco.

**DDB** | Creative Consultant

11/2015 - 01/2016 | Chicago, IL

Hired to help bring back State Farm as a client for this agency. Created a new visual language for the insurance company's brand, which led to a re-hire for the agency and use of the campaign for national audiences, leading also to more business and account growth.

**vbporange** | Co-founder & Creative Director

01/2012 - 05/2014 | San Francisco, CA

Developed this brand consultancy offshoot of Venables Bell & Partners to help clients focus beyond advertising: brand vision, strategy, identity, innovation, product and experience design, and organizational culture change.

- Researched competitive landscape and wrote a business plan to assemble a multidisciplinary, cross-functional, highly collaborative team to deliver platform-agnostic creative solutions.
- Created rebranding and culture change campaign with Audi to strengthen customer loyalty and perception. Efforts led to eventual No. 1 JD Power CSI ranking for Audi.
- Crafted brands for Zero1 and MediaX at Stanford University and innovations for Conoco, 66, 76.

**Venables Bell & Partners** | Design Director

10/2002 - 11/2015 | San Francisco, CA

Founded the design discipline at this agency, leading the brand creation or evolution from the ground up. Visual expression for brand clients both elevated the creative, consistently won and developed new business, and organically grew existing client relationships.

- Key accomplishments include leading the launch of Google Fiber and Google My Business; leading the global rebrand of Intel and subsequent "Sponsor of Tomorrow" and "Look Inside" brand campaigns; creating the HBO GO logo; winning A&E pitch by creating a brand new logo; launching the Thumbtack brand; and re-invigorating Reebok with the "Be More Human" campaign.
- Clients include Google, Audi, Netflix, HBO, Skyy, Reebok, Intel, eBay, BMW, Revlon, Vitamin Water, Thumbtack, Robert Mondavi Winery, Healthy Choice, Cirque du Soleil, Vizio, SchoolsRule, Barclays, 24Hour Fitness, Napster, SmartCar, A&E, Motorola, Conoco, Phillips 66, 76, Ally Bank, TCM, Old Navy, SanDisk, Jack-in-the-Box, and more.

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**EDUCATION**

University of Wisconsin | Bachelor of Arts | Graphic Design, Printmaking, and Advertising