

***DIEGO KOLSKY***

***S / M / L / XL***

Proven design lead for teams working on innovations, profound transformations and high-impact initiatives for massive corporations and bold startups.

***360°***

Applies principles and methods of design to solve business and human needs, from insights to brief, design to production, implementation to optimization.

***B2B / B2C / DTC / FCG***

Brings deep experience across sectors and industries. From airlines to banks and cannabis, through retail, lifestyle, hospitality and destinations.

***XP / UX / UI / ID / 3D***

Yes.

## **Professional Experience**

Co-lead, Creative  
Velo (2016-present)  
New York, NY

### **Creative lead on deep business transformations, from innovation to design to activation.**

Velo focuses on developing bespoke strategies and creative solutions for clients seeking aggressive growth, during critical business stages (startup, transformation and growth campaigns). We work closely with internal teams, and relationships run long (typically exceeding the 3-year mark.)

I am the partner in charge of innovation, product and brand design, and digital marketing for established leaders and startups in CPG, DTC, financial services and hospitality.

Key, recent projects include: Project Yosemite, a 15M cannabis startup (from business opportunity to product development; brand building and marcom campaigns); Kreuther Handcrafted Chocolate (helped the 2-star chef build and launch a luxury chocolate business for the US and Asia) and Greenslate (a tech-first digital platform for film production businesses.)

Partner, Executive Creative Director  
MBLM (2010-2016)  
New York, NY

### **Founder and creative lead of a high-tech/high-impact/high-energy agency.**

I co-founded and grew MBLM NY, an international brand and technology firm, from start to its fifth year in business.

I built and led the cross-disciplinary Studio team, on average, 20 UI/UX, brand, 3D, motion artists and developers, working hand-in-hand to create landmark, multi-million brand campaigns, and digital products for global brands, tech pioneers and regional leaders. Key accounts included Walmart, Clover, UL, LAN Airlines, United Way and Visit Denmark. I also co-led the internal development of a SaaS product, the Brand Intimacy Study, new business, pro-bono efforts and internal culture development initiatives.

Founder, Principal  
Brandfields (2006-2010)  
New York, NY

### **Creative agent exploring new connections between brand, technology and marcom.**

I founded Brandfields as a niche studio dedicated to diving deep into the customer experience space (then nascent.) I assembled and led bespoke teams to bridge branding and digital media on transformative initiatives for large corporations and destinations, working under a custom methodology. Clients included The Standard (a 4 bn integrated financial services group), The City of Portland and Hasbro (with R/GA.)

Executive Creative Director  
FutureBrand (1994-2006)  
New York, NY

**Creative lead on identity and experience at a massive scale.**

I joined FutureBrand in its early days and helped grow it into a global agency.

I led a team of 12+ brand designers on multi-million, multi-year transformative initiatives for iconic brands in the US, Asia, Latam and the Middle east, co-developed the global consultancy's footprint in Latin America and led development of the Brand Experience practice for all FutureBrand offices around the world.

On the client side, among many iconic programs and company firsts, I was the creative lead on the rebranding of UPS (the largest branding program in history), led an integrated marketing and place branding campaign for Mexico, created a comprehensive branding and marketing campaign for the development of the capital district for the city of Bahrain, and led corporate branding initiatives and major design projects for several airlines, banks, gas station companies and technology companies around the world.

***Teaching and mentorship***

Visiting Professor  
Pratt Institute, Brooklyn, NY  
Graduate Communications Design  
2015–present

Classes I teach:

- Transformation Design (design methods and strategies)
- Cross-platform Design (design concepts crossing physical/digital lines)
- Retail Design (physical/DTC/emerging practices)
- Technology
- Thesis (directed research and capstone project)
- Relationship Design

I also speak at universities in the US and Latin America, and mentor members of the Endeavor high-impact entrepreneurship network.

**Education**

MS Communications Design  
Pratt Institute, Brooklyn, NY  
BA Design  
Facultad de Arquitectura, Diseño y Urbanismo  
Universidad de Buenos Aires, Argentina

**Skills**

Art photography (digital and film)  
Photo and video shoot production and direction.

Software applications:

Design: Sketch; Adobe CC (XD, Photoshop, Premiere, Illustrator, InDesign, Lightroom); Webflow (site design/CMS/e-commerce)

Web and Social marketing: Google Analytics, Facebook Ads Manager

Communication/Presentation: Adobe Acrobat, Apple (Keynote, Numbers, Pages) and Microsoft Office Suite (Excel, Powerpoint, Word)

**Languages**

Spanish (native, speak/read/write/listen)  
English (fully fluent, speak/read/write/listen)  
Portuguese (fully fluent, speak/read/listen/write)

April 22, 2020  
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Dear Spin,

Thank you for reviewing my application for the position of Head of Design.

The position is a compelling next step for me. You are looking for someone who will ‘help shape and express Spin’s brand identity’.

I bring a solid foundation in brand consulting, marketing and technology.

Throughout my career I’ve collaborated with some of the brightest designers, researchers, strategists and engineers, which helped me develop a stride and focus that balances team dynamics and ensuring business and creative goals. My work always required me to cross-disciplines with ease, from digital to print and physical/3D.

As you will read on my CV, I teach graduate design students as well. Throughout it all, I always looked to maintain a focus on strategic direction, aesthetic standards and continuity so that every project furthers the brand, the customer experience and the team.

In short, I believe that I’m a strong candidate and I’d like to know more. I hope the above piques your interest, takes you to my site to read my musings and to see some of my work.

I look forward to hearing from you soon!

Thank you again,  
Diego Kolsky

## ***DIEGO KOLSKY / PROFILE***

### ***GROWTH-MINDED***

Growth requires transformative ideas, and I have a recognized ability to distill strategies and stories into cultural platforms that transform businesses and shape cultures.

What unites sperm donors and wannabe moms? “Give Life”. What makes an irreverent airline unique? “Make travel a trip”. How do you help the largest toy manufacturer grow into the 21st century? “Play On”. Why do people visit Denmark? “Happiness Happens”.

### ***BUSINESS FLUENT***

I’m the rare creative that can build clarity and emotion around purpose. I help global corporations transform their business internally and externally, through technology and communications. I help startups create and launch entirely new offerings.

I understand the language of business and the inner workings of many industries, including technology, travel and tourism, financial services, food and beverage, entertainment, hospitality, not-for-profit, petroleum, technology and telecommunications.

### ***DISCIPLINE-FLUID***

I integrate design and technology to create products, applications, branded content, and places.

I bring deep experience building digital ecosystems, brands, products and services, retail environments, aircraft interiors, digital campaigns and more. Such as? A digital culture hub and brand management platform, a brand strategy and visual identity for the country of Mexico, a cabin interior and full-flat seat for the Boeing 787, and a short documentary on fire dynamics featuring the FDNY.

### ***COLLABORATIVE LEADER***

I honed my instinct and evolved my collaboration skills while collaborating with the brightest people on iconic and challenging projects, an experience that helped me refine my method to deliver a singular and collaborative creative perspective.

I lead large creative teams on massive programs, and also run lean internal teams on focused projects. I developed creative capabilities and methodologies, such as the brand experience discipline for Futurebrand, Brand Intimacy for MBLM and Relationship Design for my independent practice.

I pay it forward by teaching, mentoring startups, and lecturing at schools and conferences.

### ***OPTIMISTIC CREATIVE***

As a creative, either you flourish in change or you wilt.

My career started in brand identity, and expanded into UX/UI, innovation, content creation, and business design because I understand our clients’ needs keep evolving.

Change is what makes me creative, happy and hopeful. Every new challenge is a chance to keep growing, and keep in touch with the world.