



## **Creative Director / Design Leader with 20 years industry experience in digital / interactive / brand / video / product / campaign**

I am a passionate visual designer who became a creative director. In all my work, I emphasize simplicity, focus and reduction, balanced with fresh and inspired visual languages. I build and mentor teams to do the same across every discipline. A compelling presenter and storyteller, I also teach young designers how to speak the language of creativity by learning how to present and defend their own work. Also of note, I've watched Star Wars a *lot*.

### **Partner / Executive Creative Director, CRRNT Seattle / 2016-2017**

- Led all creative work for young startup agency / IP incubator.
- Responsible for hiring creative contract staff, scoping, estimating and delivering all service-based work.
- Oversaw all web, brand development, strategic recommendations and marketing plans.
- Led pitch efforts by preparing presentations for both CRRNT and partner video team The New Blank.
- Collaborated with The New Blank principals to prepare proposals for ABC, The Academy Awards, Amazon, Country Music Association and others.
- Rebooted CRRNT agency branding, including positioning, identity and presentation templates.

### **Creative Director, POP Seattle / 2011-2016**

- Led the creative group for a portfolio of clients including Nintendo, Spotify, Hulu, ESPN, Xbox, Pokémon, Nike, Major League Soccer, Microsoft, Starbucks, Amazon, EA and many others.
- Built and mentored a team to deliver amazing work that was truly best in class. Set up creative and dev teams for success via tight partnerships with program managers and technical directors.
- Set ambitious creative visions for accounts and projects via creative concept development and storytelling, both inside and outside the organization.
- Member of portfolio leadership team; responsible for driving revenue growth through a combination of new business pitches and continued creative delivery excellence on all billable work.
- Continually achieved extraordinary client satisfaction scores.
- Created estimates and design process workflows, wrote SOWs, ensured design staff stayed on-budget and met deadlines, and held bi-annual employee reviews for up to ten reports.
- Ensured top-notch creative quality, and built optimized processes for web/interactive, apps, game development, marketing plans, social media, content development, digital advertising, video production and emerging tech (VR/AR/MR/XR/NFC/ETC).
- Served as acting brand manager for POP agency assets including the content and visual direction for several generations of the agency website and all outward-facing presentation materials and standards.
- Conducted training with all account, PM and technical staffs to increase quality of agency presentations overall.

### **Instructor, School of Visual Concepts 2014-present**

I teach SVC's ongoing course, *How to Present Creative Work* — a full day workshop where I focus on the key principles of speaking about your creative work according to a logical, strategically thoughtful plan.

### **Previous positions 1998-2010**

For over 15 years, POP was my professional home. Previous to my time as creative director, I spent a number of years at POP as an art director and visual designer. Prior to that, I was an in-house designer for a nutritional supplement company. When I was 18 I co-owned my own graphic design and printing shop.

## **CORE SKILLS**

---

Creative and product concept/ideation  
Workshop and discovery leadership  
Visual design, art direction and user experience  
Design strategy  
Storytelling/idea pitching  
Presentation experience to Fortune 500 executives  
Design and production planning  
Team and process oversight  
Clear, concise design feedback/critique  
Understanding of technical web/app platforms  
Creative team mentorship/training

## **TOOLS**

---

Photoshop, Illustrator, After Effects, Adobe CC  
Sketch  
Keynote  
InVision  
HTML  
Macintosh  
Whiteboard and marker  
Scraps of paper and pencil

## **EDUCATION**

---

I am an eternal student, thoroughly self-educated. I continually immerse myself in incredible resources such as Lynda.com, the School of Visual Concepts, and ongoing industry conferences including Event Apart, Seattle Interactive Conference, HOW Design, 99U and more. My most valuable training, however, was received on the job from the excellent creative leaders I've reported to throughout my career.

## **RECOGNITION**

---

GeekWire's 'Geek of the Week'  
The FWA  
The Webby Awards  
Adobe Awards  
The Seattle Show  
The Game Marketing Awards (MI5)  
Featured in CommArts Interactive Design Annual  
Featured in the book "Guidelines for Online Success"

## **CONTACT**

---

Email: joeleby@gmail.com  
Phone: 206.353.1522  
Web: joeleby.com  
Twitter + Instagram: @6trak  
LinkedIn: linkedin.com/in/joeleby/

References available upon request.