



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, I've watched Star Wars a *lot*.

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

- Led all creative work for the 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 staff 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.