

# KENT WARD

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## SUMMARY

Creative Director with over 25 years experience in digital and print design. A proven builder and leader of creative teams. Recognized as a strategic thinker with a thorough understanding of digital retail, building strong brands, concepting and executing highly-effective marketing campaigns, and creating engaging user experiences.

## WORK EXPERIENCE

### **EVERNOTE / REDWOOD CITY, CA / ASSOCIATE CREATIVE DIRECTOR / 03.2022 - PRESENT**

- Managed and developed a team of four designers and one editor/motion graphics designer
- Responsible for evolving Evernote's visual language throughout all marketing channels
- Developed a new visual language for our blog and social posts. The new editorial style created a distinction from our other marketing materials while increasing our production by 3X to keep up with the expanding social calendar using existing resources
- Led the implementation of a DAM system complete with a refined asset naming and tagging structure to increase self-service capabilities across the organization
- Led the development of several template systems that increased continuity across the brand and unlocked additional self-service capabilities for the social team

### **CHEGG / SANTA CLARA, CA / CREATIVE DIRECTOR / 05.2018 - 03.2022**

- Responsible for all brand and marketing creative for Chegg and sub-brands
- Grew the Creative Marketing team from 3 FTE to over 20 in the first 3 years by recruiting top-level talent and people managers
- Management of multiple outside agencies and contractors as needed
- Oversight of major rebranding initiatives as well as multiple new product and feature launches
- Leading the adoption of new processes and technologies in order to unlock the team's ability to support business critical initiatives including automation, robust segmentation, personalization, and an aggressive international expansion strategy

### **EXPRESS / COLUMBUS, OH / DIGITAL CREATIVE DIRECTOR / 07.2016 - 05.2018**

- Responsible for the digital projection of the Express brand including website, mobile app, email, digital advertising, and social channels
- Managed and developed a team of 8+ creatives
- Developed processes to drive efficient use of AEM and Adobe Campaign platforms
- Drastically reduced the execution time of the digital creative team when responding to time-sensitive promotional campaigns by developing a tiered system of templated marketing packages. Adoption of this system resulted in lead times cut by over 50% for intra-week promotions

### **JUSTICE / COLUMBUS, OH / DIGITAL CREATIVE DIRECTOR / 07.2014 - 07.2016**

- Responsible for the overall creative direction and brand execution for all Tween Brands in the digital space including websites, digital marketing & advertising, mobile and social media
- Managed and developed a team of up to 8 visual designers, UX/UI designers, and copywriters
- Successfully transformed the digital creative team from reactive support to true creative partners respected for their expertise and innovation by building strong, cross-functional relationships across different departments

## WORK EXPERIENCE (cont)

### **COLDWATER CREEK / SANDPOINT, ID / DIGITAL DESIGN DIRECTOR / 11.2011 - 07.2014**

- Managed and developed a team of 6 digital designers
- Established an overall design vision, philosophy, and work process for the digital design team that aligned with the brand and business strategies
- Partnered with the store and print creative directors to reimagine how Coldwater Creek approached seasonal campaign development. The resulting integrated process came to fruition in Spring 2014 and resulted in a strong, cohesive brand projection across all channels that reduced the number of digital channel photos required by over 20%

### **NORDSTROM / SEATTLE, WA / SR. WEB DESIGNER / 08.2005 - 11.2011**

- Concepted and designed home and landing pages, interactive features, brand boutiques, shops, e-mails and online advertising assets
- Provided front-end development, animation, and action script support
- Played a lead role on a number of special projects including the BP redesign, Michael Bubl  partnership, Nordstrom lifestyle redesign, Disney partnerships, and online video integration (back when that was hard)

### **SIMS VIBRATION LABORATORY / SHELTON, WA / ART DIR & PHOTOGRAPHER / 07.2002 - 07.2005**

### **CYPHER DESIGNS (FREELANCE) / OLYMPIA, WA / OWNER / 07.2000 - 07.2002**

### **I.R. SPECIALTY FOAM & PACKAGING / FIFE, WA / DESIGN DEPT. MANAGER / 02.1998 - 07.2000**

### **PACIFIC WEST COAST DIES / TUMWATER, WA / CORRUGATED DESIGNER / 07.1995 - 02.1998**

## EDUCATION

### **UNIVERSAL TECHNICAL INSTITUTE / PHOENIX, AZ / 07.1994 - 06.1995**

Associate of Applied Science:

Computer Aided Drafting & Design with a focus on mechanical drafting and 3D modeling