

# Nick Crocco

Creative Director & Product Manager

310-266-2723 | [nick@crocco.net](mailto:nick@crocco.net)

[www.nickcrocco.com](http://www.nickcrocco.com)

[linkedin.com/in/ncrocco](https://www.linkedin.com/in/ncrocco)

---

**Purpose:** I create engaging experiences and motivate creatives so we can craft big campaigns and tell amazing stories that will meet business goals and delight users.

- End-to-end creative direction
- Product management
- Motivates big creative teams
- UX and Design Leader
- Content strategy
- Internal and external IP collaboration

## PROFESSIONAL EXPERIENCE

[Amazon](#), Seattle, USA

**Creative Director (L6)**

March, 2020 - Present

- Lead Creative Director of games for **Amazon Glow**, a new to world product designed for connection.
- Launched 80 exclusive games and activities from conception, generating **240,000+ minutes** played WoW.
- SPoC with external IP holders to launch new games for **Disney, Marvel, Nickelodeon, and Mattel**.
- Partnered with internal and external creative and technical teams to ideate and develop digital products that align with business goals led by a customer-first approach.
- Partnered with cross-functional leadership within Amazon to implement a cohesive user experience vision.

[POP](#), Seattle, USA

**Associate Creative Director**

March, 2019 - March 2020

- Lead on **Netgear's** first D2C store which increased registrations by 2.1M and 800,000 for app users in Q3.
- Managed team of 25 designers and copywriters on **T-Mobile's** sitewide redesign of 100+ pages.
- Conceptualized style guide and UX/UI for the entirety of **Target's** corporate and business web presence.
- Created and led accessibility training programs for all 250 domestic and international POP team members.
- Oversaw 1M budget/timelines on 30+ projects for clients including **Amazon, Microsoft, Intel, Starbucks**.

[University of Washington](#), Seattle, USA

**Interactive Art Director**

February, 2016 - March, 2019

- Helped to design and execute UW's largest fundraising campaign, which has raised over \$6 billion to date.
- Led team of 12 videographers, designers, and editors which increased social media interactions by 300%.
- Won Gold and Grand Gold CASE Awards for advertising, video, visual design, and electronic/visual media.
- Art directed all visual assets for a live projection mapping campaign event, attended by over 6,500 people.

[ReviveHealth](#), Nashville, USA

**Senior Interactive Designer**

February, 2015 - February, 2016

- Led UX/UI and direction for the Proud campaign generating a 232% increase in users within 2 months.
- Audited 5 major healthcare groups generating 100K saving costs and more targeted campaigns.
- Managed 3 direct reports and over 20 freelance and contract designers, copywriters, and videographers.

[Trailer Park](#), Hollywood, USA

**Art Director**

January, 2014- February, 2015

- Lead Art Director for Jurassic World campaign, winning a Bronze ADDY, Silver CLIO and Gold W3 Award.
- Conceptualized and created big ideas pitches, resulting in over \$1 Million in won design projects.
- Worked closely with clients including **Universal Pictures, Amazon, National Geographic, and Disney**.
- Design and led 12 full scale cross platform digital ad campaigns (Average 2.10 Nielsen Media Research).

[Sony Pictures](#), Los Angeles, USA

**Interactive Designer**

August, 2005- January, 2014

- Designed the UX for the **Adventures of Tin-Tin** site and campaign resulting in an FWA award.
- Managed globalization and localization processes of all assets for the UK, Japan, New Zealand, and EU.
- Produced and contributed interaction design, UI, and concepts for **The Smurfs**, winning an FWA award.
- Created design and development best practices utilized company-wide by all 120+ employees.

## EDUCATION

Bachelors in **Animation/Design** with emphasis on digital marketing (Loyola Marymount University, USA)

2005