

NICK CROCCO

Minneapolis, MN • (310) 266-2723 • nick@crocco.net
www.nickcrocco.com • linkedin.com/in/ncrocco • Targeting: Fully Remote/Hybrid Roles

CREATIVE DESIGN LEAD

Creative Direction • Product Management • Project Management • Cross-functional Team Leadership
People Management • Customer Experience • Product Design • Art Direction
Content & Creative Strategy • UI & UX Design • Internal & External IP Collaboration • Branding

WORK EXPERIENCE

Freelance

Jan 2023 - Present

Creative Director / Lead Product Manager

- Led project design for esteemed clients like **Johnson & Johnson, Meta, and Universal Studios**
- Pioneered innovative design thinking that catalyzed successful funding in dynamic start-up environments (Fintech, Social, B2B, and SaaS).
- Orchestrated teams of designers, copywriters, producers, and researchers to deliver products that met strategic goals, aligned with stakeholder vision, and respected budget limits.
- Delivered extensive UI/UX design services including persona creation, user flows, wire-framing, final design deliverables, brand redesigns, and prototype development.
- Functioned as a Consultant for numerous startups by optimizing workflows which led to heightened productivity and sales.

Amazon

March 2020 - Jan 2023

Creative Director / Lead Product Manager

- Laid off due to economic conditions: not performance related.
- Directed UX/Customer Experience efforts from initiation to launch of a new-to-world product, generating lifetime ratings above 4.5 stars, with 72% of users rating the product at 5 stars.
- Led a 20+ diverse team of designers, ensuring unified creativity across all experiences.
- Fostered collaborations with internal/external creative & technical teams to brainstorm innovative digital experiences that aligned with business objectives while using a customer-centric approach.
- Championed innovative creative direction and comprehensive product management.
- Served diligently as the primary liaison with external IP holders such as **Disney, Marvel, ViacomCBS,** and **Mattel** to launch new digital experiences successfully.
- Mastered oversight of project schedules, budgets, and deliverables while maintaining effective communication with stakeholders and team members.
- Strategized with data analytics to modify designs based on real-world metrics.

POP: Marketing/Advertising Agency

March 2019 - March 2020

Associate Creative Director

- Managed over \$1M in budgets and ensured timely execution on over 30 projects.
- Instituted comprehensive accessibility training programs for all domestic and international team members, including 250 dedicated personnel.
- Initiated **Netgear's** first successful D2C store, resulting in an impressive increase of 2.1 million registrations and 800,000 app users in Q3 alone.
- Managed a dynamic, diverse team of 25 designers and copywriters on **T-Mobile's** extensive site-wide redesign encompassing over 100 pages.
- Directed innovative creative initiatives and collaborated closely with talented copywriters to deliver numerous successful ad campaigns for **Target**.
- Redesigned **Target's** corporate web presence by creating a comprehensive style guide and UX/UI concepts.

University of Washington: Marketing and Communications

Feb 2016 - March 2019

Interactive Art Director

- Led design of the university's biggest ever fundraising campaign, successfully raising over **\$6 Billion**.
- Managed a dynamic, dedicated team of 12 videographers, designers, and editors that augmented social media interactions by an impressive, unprecedented 300%.
- Captured both Gold and Grand Gold CASE Awards for exceptional work in advertising, video production, visual design and electronic/visual media.
- Directed visual assets for a captivating live projection mapping campaign event with over 10,000 attendees.

ReviveHealth: Marketing/Advertising Agency

Feb 2015 - Feb 2016

Senior Interactive Designer

- Executed audits on five healthcare groups, including **Aetna**, **Blue Cross**, and **Kaiser**, saving \$100k and enhancing campaign targeting.
- Directed strategic UX/UI for a new CityLife campaign, boosting user increase by 232% in two months.
- Managed a dynamic team of 20 freelance professionals and direct reports, including designers, copywriters, and talented videographers.
- Successfully managed all digital and creative budgets while working with digital agencies to concept, create, and produce ads for multiple campaigns.

Trailer Park: Marketing/Advertising Agency

Jan 2014 - Feb 2015

Art Director

- Conceptualized and won \$1M+ in design projects via innovative pitches.
- Led design of the Jurassic World marketing campaign, winning a Bronze ADDY, Silver CLIO, and a Gold W3 award.
- Orchestrated 20+ full-scale cross-platform digital ad campaigns that averaged a 2.10 Nielsen Media Research rating.
- Collaborated closely with high-profile clients including **Universal Pictures**, **Amazon**, **National Geographic**, and **Disney** to meet their unique needs.
- Engineered a comprehensive digital advertising and marketing strategy for Motion Picture marketing, overseeing its development and execution.

Sony Pictures

Aug 2005 - Jan 2014

Interactive Designer

- Established company-wide design and development best practices for over 120 employees.
- Developed UI, UX, and ad concepts for 160+ Sony Pictures Entertainment properties.
- Managed globalization/localization processes in UK, Japan, New Zealand, and EU markets.
- Delivered UI concepts and interaction design for The Smurfs campaign, winning an FWA award.
- Utilized emerging technologies to create new first-in-class experiences in a digital environment.
- Designed the UX for the Adventures of Tin-Tin site and campaign resulting in an FWA award.

EDUCATION

Loyola Marymount University

2005

BA, Graphic Design and Animation with a Minor in Art

TECHNOLOGIES

Adobe Creative Suite, Figma, INDESIGN, Jira, Slack, WordPress, Microsoft Teams, Basecamp, Balsamiq, Sketch, Outlook, Canva