

ABOUT

I'm a passionate creative leader, mentor and designer leveraging fifteen years of experience to produce smart and compelling brand experiences. I seamlessly move between design, development, brand strategy, and leadership; always striving to build trust and gain consensus. I am willing to dive in and get my hands dirty and seek to better myself through curiosity, exploration, and collaboration.

EXPERIENCE

Vice President, Marketing and Design

JANUARY 2015-PRESENT | GRAFANA LABS – NEW YORK, NY

Lead all aspects of marketing, design, positioning, content development, social media, communication, and event creation for Grafana, one of the most popular open source data visualization projects in the world. Grafana users include: NASA, Space-X, Cern, Apple, Google, Intel, Microsoft, Sony, Disney, ESPN, NBCUniversal, TED, HBO, and hundreds of other innovative companies.

- Create the visual DNA and extensible design system to live and grow across all visual properties; open source software, commercial platform, marketing and sales materials, internal and social communications.
- Create, plan, organize and produce GrafanaCon, an amazing multi-day conference held in the US and abroad with 20+ sponsors and 300+ attendees. Speakers and sponsors represent: Intel, Microsoft, Staples, Sony, Uber, Soundcloud, Booking.com, eBay, PayPal, and more.
- Produce Grafana webinars and videos, identify and work with channel partners to develop additional content to increase leads and derive additional value from evergreen content.
- Identify and hire designers and production teams to execute design vision and strategy.

Partner, Creative Director

JUNE 2014-JANUARY 2015 | CAPACITY – NEW YORK, NY

Co-founded Capacity, a UX and design agency specializing in the technology industries, putting a laser focus on design, user experience, content development, and brand strategy. **Acquired by Grafana Labs, January 2015.**

- Led creative strategy, design and content development.
- Drove client acquisition - Clients: Lacoste, Kentik, NS1, Sungard, and Net Access Corp (NAC – acquired by Cologix).

Director, Interactive

JUNE 2012-JUNE 2014 | INTERNAP NETWORK SERVICES – NEW YORK, NY

Established brand direction and visual language for Internap (NASDAQ: INAP), a publicly traded, high-performance Internet infrastructure provider. Built trust with marketing leadership and took ownership of the brand at-large to ensure execution was consistent across all channels.

- Led major design initiatives and established new creative vision to position Internap as a design-forward infrastructure provider.
- Designed and developed front-end client portal for managing infrastructure, billing and support.
- Directed design team for large-scale software and web design, illustration, publication design and marketing communications.
- Guided engineering and development teams to ensure designs were properly translated from concept to deployment based on functional specifications and style guides.
- Oversaw Interior design of new 100,000+ sq ft data center in Secaucus, NJ.

Senior Manager, Digital Media

SEPTEMBER 2010-JUNE 2012 | EQUINOX HOLDINGS, INC. – NEW YORK, NY

Led and executed multi-channel creative strategy for luxury lifestyle brand Equinox Fitness Clubs. Projects included brand positioning campaigns, spatial digital experiences, website design and e-commerce, mobile and rich Internet advertisements and marketing communications. Conceived digital brand strategy, implemented new technologies and identified innovative ways to elevate market position. Pitched projects and initiatives to executive team. Directed, mentored, and evaluated six direct reports, and guided marketing professionals and external agencies.

- Led development and design of online sales initiative, delivering 15% of company-wide sales in the first year.
- Designed and directed development of digital signage initiative to 56 locations, eliminating the need for printed in-club signage, which led to a dramatic reduction in paper waste, saving \$200,000 annually.
- Directed redesign of all electronic communications, doubling both open rates and CTR.
- Directed design of new lifestyle website, a wildly popular hub for all things fitness and lifestyle.
- Produced series of high quality videos focusing on different aspects of life and fitness surpassing 11 million views online.
- Redesigned mobile applications for mobile and tablets.

Coordinator for Advertising and Design, Art Director

AUGUST 2003-SEPTEMBER 2010 | UNIVERSITY OF CENTRAL MISSOURI – WARRENSBURG, MO

Directed design staff in all marketing advertisements and campaigns supporting brand strategy. Conceived and executed engaging interactive and motion experiences, microsites and digital marketing communications, as well as traditional advertising and printed publications aimed at increasing enrollment. Built, mentored and managed talented in-house team, prioritizing and juggling multiple projects concurrently.

- Designed and developed award-winning large-scale (10,000+ pages) web site with over 600,000 monthly unique visits.
- Designed and developed interactive holiday card for Development Office and University President, increasing engagement with alumni and donors by 75%.
- Conceived and executed multi-channel positioning campaign for billboards, newspapers and magazines, social platforms, microsites, digital ads and theater ads to boost enrollment.

Adjunct Instructor of Design

AUGUST 2005-DECEMBER 2007 | UNIVERSITY OF CENTRAL MISSOURI – WARRENSBURG, MO

Taught upper-level design courses at National Association for Schools of Art and Design (NASAD) accredited university.

- Mentored students in concept development, client presentation and evaluation of feedback.
- Developed curriculum, assigned projects, and assessed work to provide a realistic environment to prepare students to enter the professional design world.

Designer

MAY 2002-AUGUST 2003 | 305 SPIN – SEDALIA, MO

Designed and developed large-scale websites, applications, e-commerce sites, Flash environments and print advertisements primarily for clients in the music industry. Collaborated with designers and developers in satellite offices to maximize project efficiency.

t.white

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EDUCATION

MAY 2002 | BFA: Commercial Art, emphasis: Graphic Design, University of Central Missouri

PROFESSIONAL SKILLS

Mac and Windows OS, Adobe Creative Suite, CSS, HTML, Git version control, InVision, Omnigraffle, CRM solutions, marketing automation, social media platforms and automation technology, multiple CMS solutions and blogging platforms, JavaScript, PHP, Final Cut Pro, Pro Tools and additional sound editing tools, serigraphy and many printing techniques.