

Work Experience

Freelance Brand/Product Designer

Cole Short Design LLC | 07/2022 - Present

- Originated user interface and user experience design for 3D printing startup Metafold's Lightcycle platform securing **>\$500,000** in seed funding.
- Created Social and digital advertising campaigns, web design, and internal presentations for Financial CRM Backstop Solutions, coordinating with marketing team to meet digital marketing schedule.
- Teamed up with freelance engineering talent to produce automotive SRP product for Car and Driver media property.
- Developed logos animations, and branding standards for Automotive Tech companies.

Clients

Backstop Solutions, MetaFold, Financial Gravity, Lexaca,
Marin Clean Energy Partnership, Town of Tiburon, MotorMinds.com

Director of Design

Lotlinx | 06/2016 - 07/2022

(Previously Freelance Creative Director)

LOTLINX®

Entrusted as a flex-role design director; directly developing new products and individually contributing to UI/UX through wireframing to final design while also managing, producing, and executing marketing campaigns and in-person event branding.

- Was instrumental in the growing success of Lotlinx, contributing to increasing company revenue from **\$43M to \$57M since 2018**.
- Launched and won 2021 AWA "Rising Stars" award for VMX Chrome extension for auto dealers, with **>\$450,000** worth of campaigns launched.
- Influenced information architecture, responding to UX Research, and rapid prototyping for platform Turn, with over **1,400 dealerships** and **12,500 accounts**.
- Developed AI-generated video content feature and coordinated with engineering team to launch VINtv, creating over **264,000 videos** for **250 dealers** to date.
- Produced, directed, edited, and managed a team of freelance talent to produce +20 brand advertising and testimonial videos.
- Designed booth concept, graphics and video content for 80'x80', **\$200,000 tradeshow booth** at NADA 2021.

Art Director

Division of Labor | 08/2015 - 06/2016

- Won first prize for Northern California **Emmy Award** for “Sharks for Life” San Jose Sharks advertising campaign.
- Spearheaded art direction for campaigns for agency clients Prezi, San Jose Sharks, and Hess Vineyards while coaching Jr. Art Directors.
- Partnered with copywriters to pitch new business, individually contributing to concepting, art direction, and delivery of the presentation to prospective clients.

Clients

Sunpower, Hess Vineyards, Ozy.com, San Jose Sharks, Prezi, Camelbak, Earnest, Globality.

Art Director

Butler Shine Stern & Partners | 04/2012 - 05/2015

- Awarded **SF AdDY's “Best in Show” OOH** for MINI Cooper Not Normal SXSW experiential advertising installation.
- Concepted, wrote, and art directed TV scripts, print campaigns, digital ads, and in-store activations for MINI USA.
- Collaborated with Creative Directors and writing partner to develop and **win pitch for MINI International**, a multi-million dollar account.
- Storyboarded and contributed to **\$4M media buy Super Bowl ad** for T-mobile starring Tim Tebow.

Clients

Priceline.com, Greyhound, El Pollo Loco, Roku, MINI, Zico, Blue Shield of California, Atlassian, Google.



Skills

Figma
XD
Photoshop
Illustrator

Indesign
Premier
After Effects
Media Encoder

Sketchup
Lottie
Webflow
HTML + CSS

Google Slides
Powerpoint
Word
Excel

Education

California College of the Arts
San Francisco, CA

Cole Short

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