

Joe Pickett

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CREATIVE DIRECTOR

SUMMARY

I am a passionate Creative Director who thrives while working across various departments and directly with clients. I have a wide breadth of experience from full branding systems to structural design. The focus on experiential has informed my work by giving me a unique take on how a user engages not just with environments, but also design as a journey.

Crafting the right team is equally as important as crafting a story. To that end, I have focused my career on being a storyteller and a mentor. I craft visual stories to convey creative vision, the clients' message, and the user experience. As a mentor, I nurture and develop the talent of my teams to grow their potential.

EXPERIENCE

OPUS, San Francisco, CA (September 2022 – Present)
GROUP CREATIVE DIRECTOR - Account Lead

My role at OPUS is focused on creative oversight of all events, programs, and campaigns for our largest client, Salesforce. By overseeing the work of 3 other Creative Directors, I am responsible for guiding the creative vision and ensuring its cohesion across multiple events in AMER, EMEA, and LATAM. I also am an integral member of our New Business Acquisition team for the creative development of new accounts.

Key Achievements:

- Along with Strategy, I led the development and presentation to multiple prospective clients and won their business
- Streamlined and standardized the presentation process for our main account across multiple events
- Through creative oversight on the RFP process, I helped increase the size of our main account's portfolio through winning new events and activations

Media Monks, San Francisco, CA (March 2021 – September 2022)
CREATIVE DIRECTOR

As a Creative Director at Media Monks I am focused on developing world class creative for our Google account. Working across multiple projects at once I lead designers, writers, and developers to create impactful global programs that have a direct impact on how the client is perceived both B2C and B2B.

Key Achievements:

- Led the development and launch of a revised email design and template system to communicate new launches and updates to the Google Ads B2C/B2B market
- With my teams we created 2 fully developed new branding systems and campaigns for marketing a new technology and a new program for the Google Sales team. These campaigns included web, video, digital, social, print, and on-site engagement
- Working with the in-house Google video team I have worked to develop multiple video campaigns overseeing from brief to script writing, storyboarding to filming, marketing and deployment

GEORGE P JOHNSON, San Francisco, CA (2018 – October 2020)
CREATIVE DIRECTOR

Focused on the Salesforce account, as the Sr. Creative Director for their largest scale global events. I led and mentored large teams of creatives at all levels of professional development and disciplines, to execute some of the most immersive and complex events of their kind. I worked directly with the client, production, accounts, fabrication, and vendors to ensure the creative vision is executed to the brief, in budget, and on time.

Key Achievements:

- I was responsible for the centerpiece of Dreamforce: Campground
 - Transformed a 250,000 square foot space into a fully immersive, branded environment that included over 200 sponsor booths, 16 individual projects, 4 theaters, multiple social activations, 2 cobranded digital engagements, and a 28' tall digital tree that served as the main presentation area
 - Developed an interactive digital engagement to tell the Salesforce/State Farm story, which led to a further engagement between State Farm and George P Johnson
 - Led a large team of Creative Directors, Art Directors, and 3D Designers to redesign and execute the largest and most immersive TrailheadDX
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INDEPENDENT CONTRACTOR, San Francisco, CA (2005 – present)
CREATIVE DIRECTOR/ART DIRECTOR

Providing creative direction, ideation, and branding for a broad range of clientele from tech to entertainment for activations ranging from events to digital marketing.

Key Achievements:

- Created the core concepts for the Google Small Business events
 - Creative Director on marketing campaigns for a national Acura campaign
 - Designed identity and branding for a non-profit that provides arts grants to LGBTQ+ youth
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SPARKS, San Francisco, CA (Jan 2018 - May 2018)
CREATIVE DIRECTOR

As Creative Director at Sparks I was brought on to lead the branding for eBay Open 2018. This went from initial concepting through to implementation. I would lead ideation sessions directly with the client as well as present our work to them for approvals and feedback.

Key Achievements:

- Developing and presenting brand design direction for eBay Open 2018
 - Ensuring all forms of communication, including digital, are within brand
 - Creating the designs for a new form of booth layout to move away from the “science fair” feel of traditional tradeshows
 - Choosing materials and furnishings to carry the show branding to every aspect of the event
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KENWOOD EXPERIENCES, San Francisco, CA (2016 – Jan 2018)
ASSOCIATE CREATIVE DIRECTOR

I was responsible for developing the branding systems of events and campaigns across various clients. As well as creating these systems I also managed the project and the creative team that executed them from production art to final activation and installation.

Key Achievements:

- Lead Branding Art Director for VMworld 2016
- Overall Creative Director for Pure Accelerate 2017
- Creative direction and ideation for press events and social media activation

INFOBLOX, Santa Clara, CA (November 2006 – January 2015)
SR. LEAD CREATIVE DESIGNER

Drove creative vision and branding company wide. Managed global resources to execute vision and ensure consistency within branding guidelines. Directed the creation of company assets across all media.

Key Achievements:

- Art directing new product and executive photography
 - Developed the company's video style guide and visual guidelines
 - Drove the creative direction through to production of all global trade shows and worldwide corporate events
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CRAZY SHIRTS, Honolulu, HI (2004 – 2005)
VISUAL MERCHANDISING DIRECTOR

At Crazy Shirts, I was responsible for the visual consistency of our marketing directions, product displays, catalog layout, and all customer experience touchpoints. Projected market trends in merchandising and display.

Key Achievements:

- Developed and oversaw all aspects of visual marketing programs for 41 stores across America and Guam
 - Managed and trained a team of 6 Field Visual Managers and a production team for props, fixtures, and signage
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ST. JOHN KNITS, Beverly Hills, CA (2003 – 2004)
REGIONAL VISUAL MANAGER

Responsible for customizing, managing and coordinating all visual marketing aspects for 9 of the company's total stores, the entire west coast and Hawaii.

Key Achievements:

- Managed 2 direct reports as well as managed the visual program for their locations across the West Coast and Hawaii
 - Executed windows displays, marketing initiatives, interior displays, and merchandising floor moves
 - Trained all store staff on merchandise placement, company display guidelines, and window displays
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HERMES OF PARIS, Chicago, IL (2000 – 2003)
CREATIVE VISUAL MANAGER

Designed window and interior displays for one of the world's top design and fashion houses.

Key Achievements:

- Responsible for developing the art direction for all window displays
 - Oversaw the creation, build, and installation of all window displays and props
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EDUCATION

The Cleveland Institute of Art, Cleveland, OH, 1989 - 94 BFA Sculpture Program
The Columbus College of Art & Design, Columbus, OH, 1991 - 92