

# CV — Kurtis Powers

I'm an experienced Creative/Art Director with a diverse skill set.

I've led large and small teams for clients equally. I'm a natural collaborator. I thrive and strive for the "we" culture in the industry. Working with others who seek the same has helped me to do some of the work I'm most proud of.

I'm fortunate to have worked with great teams and great agencies for brands and artists I'm very proud of, and that challenged us. This is what I look for in new opportunities.

[E](mailto:hello@kurtispowers.co) [P](tel:+19176564801) +1 917 656 4801 (US) +44 7858 111984 (UK)

## Experience

### Analogy

#### Creative Director, Co-Founder

A creative consultancy that provides design, animation, branding, and experience design (digital and physical) with a focus on culture and lifestyle.

2018 - Present

### Agency/Brand (Various)

#### Creative Consultant

Art Direction, Creative Direction, Design, UX for multiple agencies, including Scholastic, Digitas (clients: American Express, Google, Macy's, Material Connexion, NYSE, TIAA Cref, Uniqlo), MRM (clients: Verizon, USPS), VSA Partners (client: IBM), Think So, Minds & + Assembly, Barbarian (client: Samsung), MBooth (client: Macallan) and Havas (client: Havas), Crush + Lovely (client: Green Owl Golf)

2005 - Present

### Dear Future

#### Director of UX, Consultant

Working through a number of projects for clients 21st Century Fox, Fox Sports, Holler, Greenlight & more

2018 - 2020

### Cainkade

#### Design Director

Leading UX and Strategy for Johnson & Johnson, Soulcycle & more

2017 - 2018

### Studio BLUP, London

#### Creative Consultant

Helping to create relationships with potential new businesses, Creative Direction, and Strategy.

2016 - Present

### Sapient Razorfish

#### Associate Creative Director

Lead Creative for Chase Ultimate Rewards Digital Platforms. Worked on an ongoing Social Media campaign for Massage Envy. Also worked on a successful pitch for Massage Envy

2016 - 2017

### Sapient Nitro

#### Senior Art Director

Lead Creative for Verizon, Ferrari & others

May 2013 - June 2015

### Control Group

#### Art Director/UX Designer

UX/UI on Fav&Co., Delta/OTG, Gagosian Gallery, NYC.gov

August 2011 - April 2012

### Publicis

#### Art Director

Art Direction on Citi

October 2010 - August 2011

### JWT

#### Art Director

Art Direction on HSBC, Rolex, Johnson & Johnson & others

April 2009 - September 2010

### NFL

#### Senior Graphic Designer

2008

## Specialties

### Experience Design

User Experience, Interface Design, Journey Mapping, Wireframing, Prototyping, and Service Design.

### Leadership

creative leadership, agency culture, team management and mentorship across disciplines.

### Entrepreneurship

Business Development, strategy, ideation, and brand advisory.

### Experience

creative content and social media, physical activations, events and promotions.

## Education

### Seth Godin's altMBA

#### altMBA 32 Opal Cohort

July - August 2019

### Fashion Institute of Technology

#### Communication Design

2005 - 2006

### School of Visual Arts

#### Editorial Design

2006

### Northern Virginia Community College

#### General Studies

1999 - 2000

## Client/Partner List

21st Century Fox, Adidas, American Express, Arsenal Football Club, Back2Back FM, Ben Sherman, Better Not Younger, Bloomberg, Calvin Klein, Chase, Choate, Citibank, Coach, Coca-Cola, Corning, Delta, EEG, Eleven Hancock, Ferrari, Fox Soccer Channel, Fox Sports, Fred Perry, Frye, Gagosian Gallery, Greenlight, Green Owl Golf, Hershey's, High Ridge Brands, Holler, HSBC, IBM, Instant Coffee Karma, Johnson & Johnson, JP Morgan, Kathy Giusti, KickTV, KnowHAE, Macallan, Macy's, Major League Soccer, Malfunction Records, Marines, Massage Envy, Michael Kors, Mixlab, Multiple Myeloma Research Foundation, NBC Sports, New York Redbulls, New York Stock Exchange, Portobello Road Gin, Property Furniture, Puma, Reeses, Redken, Rolex, Samsung, Schick, Scooter Bottega, Second Line Vinyl, Sephora, Smirnoff, Soulcycle, T.Rowe Price, Tiffany & Co., Tourism Ireland, United Healthcare, Uniqlo, UPS, USPS, Verizon, Wilkinson Sword, Wine Direct, The Wonder, WPS, WWE, Yoga High, Zyrtec