

Highfive • FREELANCE CREATIVE DIRECTOR • 2018 – 2019

- Working on a new brand positioning and initiatives for this innovative WebGL-based videoconferencing challenger-brand via a variety of design, branding and UI projects.

AnitaB.org • CREATIVE DIRECTOR • 2017 – 2018

- Rebranded and created identity system for the nonprofit Anita Borg Institute (via Design des Troy) to modernize, improve brand equity, reduce word clutter, and signify ongoing cultural and organizational change towards intersectionality.
- As a result of this success, joined as their first ever Creative Director in 2017.
- Directed the launch of the rebrand and tradeshow experience for the *Grace Hopper Celebration*, AnitaB.org's annual event with 18,000 attendees in 2017. The new identity and branding process met with resounding approval from the audience and the Board at GHC. From post-event surveys, Brand Awareness nearly tripled in 2017 from prior numbers.
- Enhanced the look and feel for Grace Hopper Celebration 2018 for greater technical and Zeitgeist relevance; conceived overall show theme, and negotiated activations that built on and improved from prior year, including a win-win partnership with Women Who Draw.
- Hired and mentored UI/UX designer; together we worked to introduce design-thinking process to the organization.
- Helped conduct user research to build marketing personas and inform programming

Osmo • SENIOR DESIGNER • 2016 – 2017

- Directed, wrote, assembled and voiced two parental-insight-based PBS Sponsorship broadcast ads; led creative engagement with agency on holiday broadcast product ad
- Concepted and designed product awareness and holiday campaigns with static and animated social media and HTML5 web ads
- Designed retail displays that clarified product offering and worked in collaborative team on comprehensive packaging system redesign.

Clover Health • SENIOR VISUAL DESIGNER • 2015 – 2016

- Developed and designed initial brand awareness campaign and plan offering deliverables — out of home, brochures, print and social — for Open Enrollment
- Instrumental in hiring and onboarding the rest of the initial marketing team.
- Researched member-experience with interviews, focus groups, call monitoring, finding and reading of emerging psychographic trends and econometric studies to improve messaging.

SOL Republic • CREATIVE DIRECTOR • 2014 – 2015

- Redesigned packaging system for brand blocking/consistency, higher perceived value and cost savings; updated lifestyle brand positioning for market strategy shift.
- Art directed product, lifestyle and celebrity talent photoshoots
- Mentored a team of three graphic designers (+ freelance photographers/videographers), generating processes that allowed for strong work we were proud of, and increasing their confidence and skills in photography, photo editing, SketchUp and responsive web design.

Speck • CREATIVE DIRECTOR 2011 – 2014 • SENIOR GRAPHIC DESIGNER • 2008 – 2011

- Built out the brand visual system, voice and initial “underdog” brand campaigns. Iterated and improved brand system (major updates in packaging, website/CMS, visual identity, product taxonomy, brand positioning and team processes) with new insights from market or users: field testing, data analytics, personas, testimonials, and advocates.
- Directed total redesign of ecommerce site and product line photography
- Led a well-functioning and dedicated team of designers, photographers, videographer, copywriter and interns.

Design des Troy • PRINCIPAL & CO-FOUNDER • 2006 – PRESENT

- Design and client relations for boutique-design studio, specializing in branding and identity design, stationery, and custom wedding invitations.



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Rhode Island School of Design BACHELOR OF FINE ARTS WITH HONORS, GRAPHIC DESIGN

- President's Scholarship for Academic Excellence
- Meridian Printing Award for Creativity in Graphic Design
- Ken Kansas Scholarship for Excellence in Graphic Design

Deep Springs College

- An intense tuition-free two-year program with fewer than thirty students, Deep Springs does not grant degrees; its curriculum is community-based, holistic, & ever-changing.

Interests, Skills and Continued Education

- **INTERESTS:** Branding for relevance and resonance, creative ideation from insights, human-centric design and creative team direction/management.
- **SOFTWARE:** Expert at Adobe CC Illustrator, Indesign and Photoshop; Sketch + Zeplin, After Effects, Tableau
- **CLASSES @** Interaction Design Foundation, General Assembly, and dSchool
- **AREAS OF CONTINUED STUDY:** Design thinking and UX, interface design/UI, data visualization, behavior design, emergent culture, inclusion/accessibility, empathy, unbiasing and allyship
- **ATTENDED:** SXSWi, TYPO/SF, 500Startups WarmGun, Grace Hopper Celebration, Wisdom 2.0, TechIntersections, Greater Good Science Center Mindfulness & Wellbeing at Work Summit