

# thomas j. moeller

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## contact

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online portfolio available at  
**www.thomasmueller.com**

## highlights

- *Strategic creative direction & experiential design for top creative agencies in Seattle, London & New York*
- *Creative direction responsibilities at multiple top ten agencies*
- *Over 15 years of diverse interactive design & development experience*
- *High profile .com, campaign, branding, social media and interactive projects for FTSE 100, 250, European, and independent businesses*
- *Assembled industry-leading & award-winning design teams*
- *Worked with some of the largest international brands on a range of interactive and digital design projects*
- *Designed & directed for clients in markets ranging from luxury, alcohol and tobacco, travel, to aerospace*
- *Expertise and leadership in all stages of the creative process - from concept, design, development & integration to positioning & implementation*
- *UX-driven holistic approach & experience - with focus on experience architecture and design, persona development & prototyping*
- *Work featured on NBC TV, ABC TV, Fox TV, USA Today, Adobe.com, Wall Street Journal, Behance Network & other publications*
- *Multiple award winning work for clients and personal projects*
- *Experience in United States, United Kingdom, Italy, France, Germany, Norway, Portugal, Switzerland & Canadian markets*

## education

### **Master of Business Administration, June 2001**

Western Washington University  
College of Business and Economics Graduate School  
Concentration: Web Development & Online Marketing

### **Bachelor's Degree, June 1998**

Western Washington University  
College of Business and Economics  
Concentration: Marketing

## experience

### **Creative Director, SapientNitro**

*June 2011 – Present: London*

Creative Director for the world's largest integrated marketing & technology firm. Working across numerous sectors, I help lead a team of over 120 creatives and am active across key client accounts, new business pitches, internal innovation and development, and general strategic direction of our creative offer. I work closely with clients to form both trusted relationship and delivery of high quality, award winning work. As always, I still remain hands-on and am a passionate advocate of high quality craft skills.

Some highlight projects: Barclays, Football League Interactive, RBS.

### **Digital Design Director, RY**

*May 2010 – June 2011: London*

Digital Design Director for leading integrated UK communications agency - top ten NMA agency, #3 on Design Week's Top 100 Design Groups list, and in top ten all time Design Week awards list. Responsible for leading digital creative team, and all digital design output, as well as being very client facing across all activities of the business. I champion creative innovation, use of UX methodologies and new technologies, integration across the business, and overall quality of our design solutions. I also remain very hands on and work alongside my entire team to deliver award winning digital work.

Some highlight projects: Arup, Deloitte, Lloyds Banking Group, Barclays, Ahold.

### **Freelance Designer, Tronic Studios**

*March 2010 – December 2010 : New York*

I worked with Tronic Studios to setup, define, brand, and design v1 and v2 of the new GoldRun Augmented Reality iPhone application. The process included strategy, UX, prototyping, collaboration with development team and overall ownership of brand and interface design. V1 of the app has been successful with clients such as H&M, Airwalk, Playboy, City of NY, Style.com, Harajuku Lovers, and has been featured at the Super Bowl XLV and on NBC Good Morning America. Tronic has recently been selected to the Creativity 50 – a list of the most influential and inspiring creative personalities of the year.

### **Creative Director, Likemind**

*March 2008 – May 2010 : London*

Responsible for creative leadership and direction at leading integrated design agency, focusing on digital corporate communications for many of the most well-known brands across the UK and Europe. Responsibilities include sitting on the executive management team, providing creative innovation, leading the design & digital team, and pitching for new work as well as interfacing directly with clients.

Some highlight & award winning projects: Marks & Spencer, Cadbury, Sky, EADS, The Economist, EDF Energy, British Airways, British American Tobacco, TUI Travel, Japan Tobacco International, Morrisons, Shell & Yara.

You can also find me on:

[twitter.com/thomas\\_moeller](https://twitter.com/thomas_moeller)

[behance.net/ThomasMoeller](https://behance.net/ThomasMoeller)

[uk.linkedin.com/in/thomasmoeller](https://uk.linkedin.com/in/thomasmoeller)

## Head of Design, Investis

*November 2006 – February 2008 : London*

Head of Design for #7 NMA Agency, Marketing Magazine's #13 Top Digital Agency, & Europe's leading digital corporate communications provider. I led the creative side of the agency, directing a team of designers & freelancers on projects for high profile FTSE 100 & 250 companies. I was very active with sales, clients, project management and the executive team as well as taking a hands on approach for many of our large projects.

Some highlight & award winning projects: Anglo American, DeBeers, Debenhams, Burberry, Prudential, Cadbury Schweppes, Samsonite, Next, Marks & Spencer, John Lewis, Balfour Beatty, ITV, moneysupermarket.com, National Express & Tullow Oil.

## Head of Design, Endemol Digital

*July 2005 – November 2006 : London*

Head of Design for awarding winning television channel (Teacher's TV - SkyGuide 880, Virgin TV 240, Tiscali TV 845, Freeview 88) delivering over 1000 online streaming programmes from on-air transmission to web users. Provided creative lead and design responsibilities for website & interactive and assisted with branding, marketing, communications, and on-air graphics. With website traffic of over 5 million visits a year, Teacher's TV is a high profile digital TV channel with a position unique in the international educational field. While at Endemol I have worked on projects in collaboration with the BBC, Homechoice, Channel 4, ITV, Skinkers, Scottish Parliament, and many independent production companies across the UK. The Teachers' TV website won the 2007 Japan prize for the best educational website in the world.

## Senior Webmaster, Aon Corporation

*1996 – 2005 : Seattle*

Senior webmaster for national healthcare and financial services organization responsible for designing, architecting, implementing, and managing new internet, intranet and extranet projects. Wide range of digital design and application development skills used in a range of corporate initiatives – including secure online account management development, CMS development, flash design & development, video editing, audio editing, usability, graphic & interface design and online positioning. The primary project I worked on was sold in 2008 for \$352m.

## Freelancer collaborations

*1995 – present*

I thoroughly enjoy collaborating with others and have freelanced & partnered with a number of companies over the years. Some of which are: Microsoft, Astralcom, Identitymine, Tronic Studios, Kollektiv, FLIX, US Bank, HealthEquity, Boxlight, and dMedia.

### accolades

- *Judge - 2011 BIMA Awards*
- *Bronze - Digital Impact Awards 2011, Deloitte, 'Best digital employee communication'*
- *Silver - Digital Impact Awards 2011, Balfour Beatty, 'Best use of digital to aid a CR campaign'*
- *#1 ranked Corporate Website in France (Webranking H&H) - EADS*
- *#2 ranked Corporate Website in Norway (Webranking H&H) - Yara*
- *Best FTSE 100 Online Annual Report (Strategic Value Awards) – TUI Travel*
- *Designs featured on Web Design Served - 2011*
- *Designs featured on the Behance Network (2009 & 2010)*
- *Nomination: Broadcast Digital Award - Best New Channel & Website*
- *Microsoft & Adobe - 2nd & 3rd Place Contest Winner - Adobe/Microsoft Windows Media Player Contest. Judged by Adobe/Microsoft/CNet Creative Directors and popular US rock bands*
- *Best Corporate Website - FTSE 250 category (IR Society Awards) - GoAhead*
- *Best Corporate Website (Small Cap/Aim Category) IR Society Awards - GlobeOp*
- *Grand Award 'Best Website Redesign' iNOVA Awards - Anglo American*
- *Inova Silver Award - Marks & Spencer website*

- *Inova Grand Award & Gold - EDF Energy website*
- *Inova Silver Award - Cadbury website*
- *Webcredible - Top of sector web usability - EDF Energy*
- *Japan Prize - Best Educational Website*
- *Revolution Award for Best Public Sector Site in the UK*
- *Nomination: RTS Educational Television Awards Educational Multimedia Award*
- *Boeing/McDonnell Douglas "Earned Value Team" Award*
- *National Trails Website Award for Best Single Event Website*
- *Site features on ABC TV, NBC TV, Direct TV, Network of the World, FOX TV, Wall Street Journal, USA Today & various other media sources*
- *Interface design and application development featured on Adobe.com*
- *Designs printed & featured 3 different times in "Windows 100%", a Japanese magazine with supplemental CD*
- *Designs printed & featured in "MP3: Sounds and Music from the Internet" published by SmartBooks Publishing AG*