



THOMAS J. MOELLER  
CREATIVE DIRECTOR

#### EDUCATION /

##### **MBA, JUNE 2001**

Western Washington University  
College of Business and Economics Graduate School  
Concentration: Digital Design, Advertising & Online Marketing

##### **BACHELOR'S DEGREE, JUNE 1998**

Western Washington University  
College of Business and Economics  
Concentration: Marketing

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#### **EXECUTIVE CREATIVE DIRECTOR**

##### **May 2015 – Present: San Francisco**

Executive Creative Director at globally recognized design studio, working across the London and San Francisco offices. A business of 20 years, I joined the newly formed SF studio in 2015 and helped grow the team from 8 to over 25, growing the revenue over 220% while managing and leading the studio's largest accounts. Native is a reserved, highly selective studio built on a singular commitment to excellence - an independent group that challenges the expected, confronts accepted wisdom and pushes the boundaries of the possible. The team is made up of materials scientists, digital engineers, biochemists, artists, designers, electronics experts, experience builders, taste-makers, iconoclasts, craftsmen (and women). Highlight projects: Ford, Lincoln, Thales, Singapore Airlines, HP, Glue, Siemens, Baxter, Veon, and Bentley.

#### **CREATIVE DIRECTOR**

##### **June 2011 – May 2015: London / New York**

Creative Director/Head of Experience Studio at leading global agency of over 12,000 people across 38 offices. I provided leadership, vision, and support for the Visual & Experience Design team of over 100 creatives in London and New York as well as close integration with the Second Story Studio. I ensured that our Design practice exceeded the highest industry standards, while attracting and retaining the best designers. I championed Design Thinking, Visual Design, and User Experience Design to help guide the vision of our client engagements, company communications, and studio culture. This also included defining and evangelizing industry-leading design practices, speaking to those standards within the studio, collaborating across geographies to define practice standards, and advocating our position within the industry at large. In this role, I worked alongside our Chief Creative Officer and acted as a conduit between various groups of people including other SapienRazorfish studios, the executive leadership team, and the Experience Design team. And I remained extremely hands-on, being actively involved in pixel-level detail, every day.

Highlight pitch wins and accounts span digital marketing & campaigns, branding, ecommerce, global digital brand platforms, omni-channel experiences, social media, experiential and more for McLaren Automotive, Barclays, Rolls Royce, BT, Unilever/Dove, RBS/Natwest, Mars, Volvo, Ascena Group, Diesel, Michael Kors, Verizon, Mattel, and MetLife.

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#### **DESIGN DIRECTOR**

##### **May 2010 – June 2011: London**

Design Director for leading integrated design & 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 active in new business. I championed creative innovation, use of UX methodologies and new technologies, integration across the business, and overall quality of our design solutions. Remained very hands on and worked alongside my entire team to deliver award winning digital work. Some highlight projects: Arup, Deloitte, Lloyds Banking Group, Barclays, Ahold.



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## DESIGNER / FREELANCE

### March 2010 – December 2011 : New York

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

## CREATIVE DIRECTOR

### March 2008 – May 2010 : London

Responsible for creative leadership and direction at top European integrated design agency, focusing on digital communications for many of the most well-known brands across the UK and Europe. Responsibilities included sitting on the executive management team, providing creative leadership, leading the design & digital team, and pitching for new work as well as forming lasting relationships with key client accounts. 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.

## HEAD OF DESIGN

### November 2006 – February 2008 : London

Head of Design for leading 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

### 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 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.

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## CONTACT /

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## ONLINE @ /



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## DESIGNER

**2003 – 2005 : Seattle**

Working within a consortium of agencies and directly with the Microsoft R&D team in Redmond, I worked across a number of proof-of-concept projects working specifically to visualize new OS features, interactivity within conceptual software applications, and next-generation software concepts for Microsoft/Bill Gates' keynotes and internal innovation initiatives. My primary project was 'Longhorn' which came to be known as Windows Vista.

## DESIGNER

**1996 – 2005 : Seattle**

Designer 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.



## SPECIAL PROJECTS / STARTUPS/ACTIVITIES

### to Present

I am active across numerous startups, personal projects, partnerships, and collaborations. Over the years I have worked on a number of exciting projects and am proud to have been a part of some high profile ventures that have gone on to great success. Some of my past and current projects:

*Adobe Portfolio*

*Behance*

*Adobe Design Achievement Awards*

*BIMA*

*D&AD*

*Microsoft / Special Projects*

*GM Motors / In-Dash Infotainment Design & Experience for 2016 Range*

*Tronic Studios*

*Goldrun*

*Flix*