

MAUREENCARTER

innovator | master brand builder | experiential creator | design leader
Maureenmoca@gmail.com | 609.556.9359 | www.linkedin.com/in/maureencarter
www.themaureencarter.com | IG: @the_maureencarter

STATEMENT:

Emmy award winning hands on Creative Director with over 20 years professional experience with proven results specializing in visual design, brand expressions, digital design, conceptual thinking and creating cross platform visual experiences for global brands in the music, entertainment, social and the commercial industries. Expertise in digital creative, brand strategy and design philosophy for broad scale multiplatform content driven destinations that gain profitable results while leading digital brand and visual design teams that disrupt and win. Roster of clients range from Drake, Jamie Foxx, Bruno Mars to P!NK, Usher, Spongebob and Barack Obama as well as multiple global mega corporations and brands from finance to fashion. Body of work has been recognized internationally and has achieved multiple awards in typography, photography, digital design innovation, interactive and user experience, brand strategy, creative direction, storytelling and 360 experiences that bring sizzle with grit and gloss.
BRAND WIZARDRY VIA THE INTERSECTION OF DESIGN, DIGITAL, VISION and SOUL.

EDUCATION:

Pratt Institute, New York, N.Y., M.S. Visual/Communications Design, May, 1996, Magna Cum Laude
Hampton University, Hampton, V.A., B.A. Graphic Design, May, 1992, Magna Cum Laude
Yale School of Management "Business Perspectives for Creative Leaders", March 2021

WORK EXPERIENCE:

NIKE (SNKRS & NBHD) – New York, NY (July 2023 - Present)
Senior Director of Design (Digital Design, Brand, Photography, 360 Experientials)

As the head coach and leader of innovative digital design, this role is responsible to drive creative initiatives with consistency across the SNKRS brand/enterprise and team delivery of all design and brand milestones. As a thought leader and partner who guides the vision for the business, this role focuses on the high-level view of the work with insight and consumer intelligence and visual brand development. While building a cultivating environment where diverse views are valued, while mentoring and developing a global design team in New York, Paris, Milan, Berlin and London this role influences international design and content experiences that extend to Japan and Korea promoting the #1 sneaker brand worldwide digitally and IRL. Street culture and sneaker culture cannot be denied as it relates to celebrity endorsers, trends, fashion, culture and storytelling that are the key priorities of the day to day. As the key leader, this role is responsible for defining how Nike connects with sneakerheads and street culture consumers and engages them through community and content across the entire digital ecosystem via brand marketing and UX reimagination from a design expert level. This 'big picture' thinking moves and influencers culture by speaking to the brand strategy and business while cultivating a collaborative culture internally and between all cross-platform initiatives.

BET Networks (Paramount), Digital – New York, NY (January 2015 – July 2023)
Vice President, Design, Photography & UX (Brand, Digital, Video Animation, 360 Experientials)

As the Vice President of Design, User Experience and Experiential Design for BET NETWORKS, Digital this role oversees product design, visual design, photography, and total user experience for the entire BET ecosystem including marketing design, brand design and digital multiplatform design & experiences including leading visuals for BET+ streaming launch and serves as a member of the senior leadership

team for the entire organization and within Paramount Creative. This leadership role serves as the key mentor for the digital design team brand team, user/audience advocate, and ideating and collaborating on designing original, world class engaging products, as well as enhancing existing digital products with visual design systems alongside of partnered editorial, engineering and technology teams for our audience of millions. With respect to the brand, where leading the creative vision for the suite of BET's digital products is key, this leadership oversees all data driven design decisions, operations and scale of a large design team as well as the "culture warrior" for the company.

This role focuses on branded digital solutions, franchise branding/motion and aesthetics and launching products on the cutting edge of digital trends and user experience conventions while leading the creation of immersive content and visual experiences for mobile web, desktop, apps (Roku, Apple TV, Alexa, XBOX, BET+ Streaming) and connected devices with focus on the "voice and face of the user". This role involves leading the creation of visually compelling user interfaces and branded packages, via social partnerships (Twitter, YT, IG, SC, FB, TT), graphics and animation packaging for original content, set design, structural activations, live award show immersive activations and understanding that a modern user experience is a 360 world, including the metaverse. While working alongside the editorial, analytics, technology, VR/AR and digital sales and experiential marketing counterparts of all of Viacom/Paramount (MTV, Comedy Central, VH1, Vidcon) to ensure that consistent digital experiences engage, delight, inform and entertain. Mentor, leader and teacher.

Deloitte Digital – Washington, DC (July 2013 - December 2014)

Executive Creative Director (Studio, Digital)

Deloitte, the megahouse and the largest consulting firm in the world purchased a top app design agency, Ubermind and renamed it Deloitte Digital and from there began opening multiple studios globally with top award winning creative and technology talent. Deloitte Digital is a global, full-service digital agency that combines serious creative chops with trusted business sense while driving the future of mobile, digital strategy, merging technologies, creative and social. Clients such as Adobe, Showtime, The White House, Apple and Target join the long list of the world's leading brands for which beautiful digital and creative experiences are created.

As the Exec. Creative Director spearheading the Washington, DC Studio, which opened mid-year 2013, responsibilities included defining the vision of our product offerings, creating the culture, building and leading a robust UX design team from the ground up that offers visual design, user experience, conceptual solutions, research and innovative thinking that by design delivers top clients with what they need to win with their audiences with a reach as large as 300+ MM. This role is also critical in overall branding development, creative thought leadership as well as international design and product design contributions internationally. Responsible for spearheading the digital design studio in Shanghai, China and lead working with digital clientele in South Africa.

Viacom/Nickelodeon – New York, NY (June 2010 – July 2013)

Vice President, Creative Director, Digital Brand Creative

Creative lead responsible for leading the Emmy award winning digital design vision for the iconic Nickelodeon brand app via its online destinations: NICK.com, Nick@Nite.com, Teennick.com, Nickjr.com, Nicktoons.com, Nickmom.com and Addictinggames.com. As lead over all branding, visual design, user-centric design models provide a young audience an engaging design experience that tie the linear brands to the digital space for franchises such as Nick Cannon, Spongebob, iCarly, Deglassi (Drake), and Dora. Tasks include leadership and development of a user experience that elevates the brands of Nickelodeon in the digital and social space including product design, digital marketing, advertising and mobile and handheld devices. Contributions include leading research strategies with the demographic, creating brand books, operations, as well as participating in the overall creative approach for network shows while evangelizing digital design models and strategies across the company while leading and mentoring a team, managing budgets and team utilization targets. Also redesigned the team structure and presence within the organization while implementing creative processes and standards while

recruiting and fostering the team as well as partnering with top engineers and developers while pathing the way for new terrains in the kids space.

Comcast, Philadelphia, PA (July 2006 – June 2010) *Creative Director, Comcast Interactive Media*

Creative Director of the online experiences for interactive property sites that included Comcast.net (top portal site with revenues of over \$114 MM), Daily Candy, Fancast, HULU and Fandango and other digital products including mobile and online community initiatives. Tasks include design leadership of developing a user experience that increase engagement that resonate with a customer base of over 22 MM while aligning creative solutions to business objectives that achieve profitable results. Focus on implementing creative strategy alongside product development leads that influence and ensure a consistent user experience with respect to an overarching brand. As senior representative responsibilities include socializing creative vision while mentoring and directing a large experience design team on creating high end interactive solutions, including product design, OTT and the total Xfinity ON DEMAND experience. Development of e-commerce strategies while managing integrated content offerings and advertising initiatives with partners such as Yahoo and Google. Responsible for maintaining a budget, utilization targets, employee retainment, career development and recruiting.

Refinery Interactive (G2) – Philadelphia, PA (April 2003 – July 2006) *Creative Director/UX Lead*

The Creative visionary and designer for one of the top interactive agencies; managing a digital design and information architecture team of 20 while providing top clientele with innovative online strategies and solutions that paralleled their business goals objectives. Responsibilities included providing clients with award-winning, user-focused solutions in a digital environment, while maintaining best design and technology integration practices. As leader of the user experience and creative team, world-class, repeat clients such as Anthropologie, GSK, Comcast, Motorola, Campbell's and Warner Brothers were delivered award winning marketing websites. Constructed a usability lab from ground up and provided clients with research to ensure optimal results. Grew a galvanized team by 400% and aggregated over 50 interactive design awards.

Creative Marketing Solutions/Maxwell Sounds Studio – Atlanta, GA (May 2002 – March 2003)
Executive Creative Director

Creative Director for fast-paced marketing and advertising agency, where clients ranged from McDonald's, Pizza Hut, State Farm Insurance to Motown Records. Implemented art direction, design, creative marketing strategies, online strategy and campaign development. As leader of the creative vision and brand for the agency, creations included: brand identity, design of brand extension vision, marketing strategy development and creative strategies were developed for clients. Creative campaign development also included conceptualization for radio and television commercials/spots, launching a brand and creative strategy for a signature spa, creative pitches for broadcast clients including music tours.

BMG Entertainment – New York, NY (November 1999 – April 2002)
Director of Internet Marketing, Creative Director, Interactive, Webmaster

Arista Records – New York, NY (August 2000 – April 2002) *Director of Digital Marketing/Interactive Creative Director*

As lead visionary developed the digital brand and online strategy for label site that touched 15 million users as well as the creative direction and management of site development and content for platinum recording artist websites. Responsible for developing online marketing strategies for artists, including online chats and promotions with major partners such as AOL, Yahoo and MSN. Producer of interactive promotional media enhanced CD's and online celebrity shows. Launched innovative use of technologies, managed over 150 partner sites/portals and expanded labels' online exposure for recording artists such as Dido, Babyface, Usher and Moby. Launched partnerships with major music and entertainment brands such as

ABC/Disney.com, People.com, MTV.com and Rollingstone.com while maintaining consistent artist online promotions to leverage revenue opportunities for artists.

LaFace Records – Atlanta, Georgia (November 1999 – August 2000)
Director of Creative - Digital, Online Marketing/ Webmaster

Served as lead of all online ventures, reporting to the label SVP/GM for the major record label, solely responsible for brand and site strategy, evolution of site(s), overall user experience and visual interface design for award winning artists. Formulated strategic partnerships with major online destinations such as MSN, AOL, People, Yahoo and BET to increase artist visibility and to facilitate promotions online. Created an interactive presence for LaFace.com, growing in three months, from a non-existent site to aggregating over 4 million active and registered users. Provided online activities and vision for platinum recording artists Toni Braxton, PINK, Toni Braxton, TLC, Usher and Outkast. Handled all online advertising/marketing and promotional campaigns as a vehicle to increase record sales in the digital space.

Melita International – Atlanta, Georgia (September 1998 – October 1999)
Senior Art Director/Producer

Responsible for the ongoing design management and execution of print publications, marketing collateral online and offline and developing creative marketing strategies for Fortune 500 Company. Handled design for entire marketing department, production and content management of company website and new media ventures including e-commerce activities. Developed a print and digital system to inform, educate and inspire employees in a creative arena.

TM Group, Inc. – Philadelphia, PA (December 1996 – June 1998) *Senior Art Director*

As the senior creative leader for a fast-paced advertising, development and marketing firm leading creative ideas for client goals of Fortune 500 companies. Implemented and created company branding strategies designed sales materials, developed print advertising designs as well as digital advertising and internet/intranet development. Responsible for creative marketing solutions and art direction for clients' needs as well as extending their brands to appropriate outlets. Clients included Sharper Image, Fleer, Johns Hopkins and US Healthcare. Manager of creative resources, vendors and development of creative solutions from concept to execution as well as e-commerce initiatives.

Vibe Magazine – New York, NY (January 1996 – December 1996) *New Media Creative Director*

As the creative lead of *Vibe.com*, served as design director and visual strategist for the first urban music site as well as leader of the online site strategy and content planning. With regard to the hip hop culture, created overall design strategy and leveraged strategic partnerships while creating a new, self-promotional online brand/content filled site that increased users by 255%. From Tupac to Biggie, I was a trailblazer at the beginning of "digital media" while engaging artists to have a voice. Managed and led a team of developers, writers, designers/animators, social enthusiasts before social, and managed the online sales team, and well as a large group of outsourced vendors. Pioneered revenue generating initiatives on the site such as sponsored events and established an integrated advertising program and other online joint ventures/activities with well-known musical artists and celebrities.

MarketSource – Cranbury, NJ (April 1995 – January 1996) *Art Director/Online Producer*

Responsible for creating and implementing overall design direction for the premiere launch of *TapOnline.com*, that became one of the top ranked websites in the college market of that year. With emphasis on niche marketing, for genres of music, extreme sports and entertainment the overall site content and design direction was under my leadership. Served as Art Director for all printed support collateral materials, advertisements and sales collateral as well as the entire marketing approach, online and offline to the college demographic. Producer of site interface, web design, virtual online events and

content direction of site as the advertising/sponsor revenue increased rapidly.

SPEAKING ENGAGEMENTS / NOMINATIONS / PROGRAMS

- DMI Leadership Series sponsored by Microsoft, Webinar – October 2008 Dysfunction into Function, the Evolution of an Experience Design Team • Speaker/Author, Design Management Institute, International DMI Education Conference Design Thinking - Paris, France 2008 – “ANALOGIC DESIGN EXPERIMENT: An Overview of the Use of Analogy in Design and as a Basis for a Design Team Experiment” • Panelist: “Music and the Internet, Creative Branding and Artists”, Caribbean MusicFest, Jamaica, WI, 2000 and 2002 • Nominated and selected for WICT Rising Leaders Women’s Conference, 2009 • Nominated and selected for NAMIC Executive Leadership Program, UCLA Anderson Business School, September 2009 – April, 2010 graduate • The White House, Appointed Advisor and Judge to the 2013-2014 Innovation Youth Video Gaming Fellows • The Debra Lee THRIVE Executive Program Graduate 2017 • Digital Diversity Network Conference Speaker, Gaming, Animation & Diversity 2019 • HOW Design Conference – Speaker, 2021, Digital Diversity Network Vice Chair Board Appointment 2022 • APPLE Podcast guest, Summer 2023, American Marketing Association, speaker 2023-2024

AWARDS: CREATIVE DIRECTOR/DESIGN/UX:

2022 Clio Award: Digital Marketing Mural Campaign
2021, 2022, 2023: (6) Webbys: UX, Digital Content, Digital Marketing and Design
2022: V.I.P. CEO Award: BET/Paramount
2020 (7) AVA Digital Awards in Web Video Production and Social (2 Gold, 2 Platinum, 3 HM)
2019 Cynopsis Media “It List” Digital Award Winner
2019 Cynopsis Media Model D Awards – Best Branded Content & Best Direct to Consumer Campaign – “BET-A Express” Finalist
2019 Marcomm Design Award – Original Digital Series
2018 Webby Nominee – Social Design Experiential Activation BET Awards
2018 Cynopsis Award – “Rate the Bars” BET Digital
2017 Webby Award Honoree: BET.com Redesign
2016 Ad Age Design Award: BET.com Redesign
2016 Marcomm Award: BET.com Redesign
2017 ASBPE Photo Award Winner: BET.com
2013 Winner Primetime Emmy, Nickelodeon Digital, 2013

1996 – 2006 (*Time Warner* Publication Award, Webby Awards, Philly Gold Awards, Addy Awards, Davey Awards, Art Directors Club of Philadelphia, Eyebaster Awards, Philadelphia Ad Club Awards) Distinguished Design Professionals 2010, CTAM Bronze Digital Media Award 2011, Mark Award 2012 Gold, HOW Interactive Design Awards 2012

Apple 4.5 stars for NICK app 2013, Webby Award 2013 (Nickjr.com), HOW Interactive Design Awards 2013 (*Nickelodeon Kids Choice Awards* Interactive Campaign, *Nickelodeon World Wide Day of Play* Interactive Campaign), Black Enterprise List of Top Women Executives in Marketing and Advertising 2013, NAMIC Luminary Award 2013, NAMIC NY President, Nominee, 2018, Numerous *Best of UX Design*, Cynopsis, Shortys & Webby Awards 2017, 2018, Power Women of Brooklyn ‘23

TEACHING EXPERIENCE: (Adjunct professor 1997 – present, *currently at PRATT INSTITUTE, NY, NY*)

Courses: Design Theory, Digital Design, Advertising Design, Design Principles, Typography, Concept Development, Art Direction, Senior Portfolio, Marketing Design, Art and Business Practices, Conceptual Thinking, Senior Project, Fashion New Media Design
Colleges 1997-present: *Art Institute of Atlanta* (Atlanta, GA), *Art Institute of Philadelphia* (Philadelphia,

PA), *Art Institute of Washington* (Washington, DC), *Drexel University* (Philadelphia, PA), *Pratt Institute* (Continuing Studies Curriculum Development - NY, NY), *Art Institute of Pittsburgh - Online*, *Moore College of Art and Design* (Philadelphia, PA), *Academy of Art University-Online* (San Francisco, CA)