

Garner M. Moss

Creative Director

Highly qualified, multi-faceted creative director with a 15-year record of achievements in digital design innovation across security, mobile, entertainment, financial, software, and more. Deep expertise in leading cross-functional teams of creative designers in strategies ensuring fiscal and deadline compliance. Solid history of success in B2B/B2C and reseller markets, driving customer engagement with branding, advertising, and online applications. Drives exemplary business growth, and achieved international awards for software, website, and video direction.

Creative Director, Worldwide Marketing, June 2019 – Oct. 2020

A10 Networks, San Jose, CA

Directed a cross-functional team of designers, videographers, programmers, SEO/SEM experts, web producers, AOR agencies, development teams, and content producers. Managed a multitude of complex UX/UI projects, ensuring compliance with strict deadlines. Redesigned corporate website and extranet, with new platform switch and back-end integration.

- Led the design and digital marketing worldwide for a Fortune 500 security software/hardware company.
- Streamlined global rebranding efforts by designing and rolling out a new, innovative style guide.
- Produced multiple branded videos and social media for global events, and quickly pivoted to virtual affairs.

Freelance Creative Director, Sept. 2018 – June 2019

Bay Area, CA

Orchestrated branding, online extranet site development, and solid marketing projects for multiple clients including RedfieldIP – a large Bay Area law and branding firm. Served as Digital Design Director for SonicWords, a startup mobile platform SaaS company, developing apps that translated news data into audio for smart phones and desktop users with voice options in multiple languages and genders.

- Led brand development and execution of inspirational rebranding projects for financial, educational, and legal firms.

Senior Digital Creative Director, March 2016 – Sep. 2018

Organization Core, Inc., Redwood City, CA

Led web design and marketing solutions for cloud-based 'task-management' software enterprise, created SaaS software, and oversaw teams of developers, designers, SEO/SEM, UX/UI experts, and agencies.

- Managed complex UI/UX development projects, implementing best practices across strategy, usability studies, user-centered design, style guides, wireframes, SEO, SEM, and human factors.

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www.garnermoss.com

AREAS OF EXPERTISE

- Creative Marketing & Design
- Web & Software Innovation (UX/UI)
- Design Team Engagement
- Change Marketing Initiatives
- Marketing Recruitment & Staffing
- Budget Administration
- Digital Branding Design
- Video Direction & Management
- Social Media Management
- Packaging & Print Products

EDUCATION

B.S., Graphic Design

California Polytechnic State University
San Luis Obispo, CA

Honor in Design & Illustration

Otis Parsons College of Design,
Los Angeles, CA

Bellarmine College Prep

Santa Clara, CA

Design Director, Managed Services Operations, Oct. 2015 – Mar. 2016
Axiom Law, San Francisco, CA

Led design, web, and UX/UI projects for a premier law company, with offices in San Francisco and New York. Directed web, software design, and development teams in the delivery of complex SaaS-based software designs for legal document management.

- Strategically designed the proprietary SaaS UI legal banking services software for Credit Suisse that included oversight of bi-coastal teams of producers and coders, meeting tight deadlines, sprints, and budget constraints.

Sr. Global Creative Services Manager, Digital & Consumer Marketing, Mar. 2010 – May 2015
Symantec Corporation, Mountain View, CA

Generated Norton's Cybercrime Index that aggregated and measured real-time cybercrime on a global platform. Fronted all visual designs and web UX/UI projects for this Fortune 500 software corporation (\$12B GAAP), leading interdepartmental creative teams, producers, copywriters, managers, and engineers across all applications. Managed design team productivity from conception to completion, including (Mobile/PC) UI responsive design, UX strategy, product videos, demos, TV presence, branded platforms, in-house promotions, and worldwide advertising site.

- Directed an 8-part social media series and produced award-winning campaign videos. Led marketing and design teams in the successful social networking launch across Facebook, Twitter, RSS, feeds, blogs, and demos.

ADDITIONAL EXPERIENCE

Creative Director/Executive Producer roles for companies including Vicinity Corporation (Microsoft), Lucas Films (Disney), Galoob Toys (Hasbro), and Terris & Jaye Advertising Agency (leading design projects for NFL, NHL, NBA, and MLB).

ASSOCIATIONS

Art Directors & Artists Club
Adobe Advisory Board
American Advertising Federation
ANA, Assoc. of National Advertisers
Battlebots™ Referee/Crew for TV show

- 4 seasons on Comedy Central

AWARDS

CLIO Awards – 4x '11, '12, '13.
Webby Awards – 2x in '00, 1x '04, 2x '11, '14
Art Director's Club Awards – 1x in '11.
Addy GOLD – 16x /SILVER – 19x – '11-'12
Best of CeBIT – E. Storage UI Design, '09
PRINT's Best Logos and Symbols #3
One Show Design Awards – 3x in '11, '12, '13
Stevie Award – Int. Bus. Award, '06
CA Advertising Awards – 2x in '11, '12.
PC Magazine – 'Best of 2005'
POLLIE Awards – 18 National Awards