

# ROSS STEWART

## ABOUT

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### making the complex - simple

Create change, connect customers and contribute to growth. Learn. Repeat.

Combine innovative thinking with industry insight and leverage data to enable the bold steps needed to create an exceptional experience that moves business forward.

## SKILLS

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Design

Strategy

Art Direction

Creative Direction

User Experience - UX

Management & Leadership

Customer Experience - CX

Concept Development

UI / GUI Design

Copywriting


Interaction

## CONTACT

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 [RossStewartDesign.com](http://RossStewartDesign.com)

## EXPERIENCE

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- **Creative Director / Consultant** 2016 - Present  
WME. San Francisco / Melbourne  
Working with direct clients and agencies to producing UX materials for mobile apps and websites. Creating strategy, design and videos for the NFC Fitness Platform.
- **UX Specialist** 2015 - 2016  
Telstra Digital. Melbourne  
UX Leader producing wireframes & prototypes: Mobile & desktop sales cart upgrade, sales app interfaces, product page modification, managing user testing with 3rd parties.
- **Creative Director, Experience Design** 2013 - 2014  
SapientNitro. San Francisco  
On-site with Sony for 18 months as UX Lead. Over 180 responsive wireframes created, product strategy decks (for Tokyo management), product animation/videos, copywriting, staff oversight/mentor, naming and structure across a complex site structure.
- **Associate Creative Director/ Art Director** 2009 - 2012  
Organic / R/GA / Edelman Digital / G2 / Luxus. San Francisco  
Creative Consultant - Intel touch-screen games, Intel social quiz, Adobe creative Cloud, PayPal Buy Now, Microsoft Windows 8 launch, Nokia - Just Got Simple campaign.
- **Digital Creative Director** 2010 - 2011  
Salt Branding. San Francisco  
Creative Lead on the Acuity Brands / Milliken / Pearson accounts.
- **VP. Group Creative Director** 2010 - 2011  
Carat. San Francisco  
Creative Relationship Lead on the Adidas Basketball / Adidas Golf engagement. Department manager for San Francisco office; led a team of 16. Member of Senior Leadership Team (SLT) and report to General Manager. Monitor Adidas P&L for golf account. Resolve and manage staffing issues
- **Associate Creative Director** 2007 - 2008  
Razorfish. San Francisco  
Creative Lead on Nortel, Shutterfly & Del Webb accounts. Co-Creative Lead on the Intel PC.com. Illustrator on the Microsoft Vista. Lead multiple Art Director / Writer teams. Member of Creative Leadership Team (SLT) responsible for Online Advertising.