ERIN WADDINGTON / CREATIVE

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Skills	Creative Direction • Visual Design • UI/UX Design • Design Thinking • Design Systems • Typography • Brand Strategy • Team Management • Vendor Management • Project Management • Storyboarding • Video & Photo Direction • Copyediting • Creative Mentorship • AI Integration • Presentations
Toolbox	Adobe Photoshop • Adobe InDesign • Adobe Illustrator • Adobe Creative Cloud • Figma • FigJam • Jira • Confluence • • Framer • DAM • Wordpress • Framer • Canva • Generative AI • Agentic AI • Google Suite

Specialize in compelling brand narratives and leading creative transformation at scale. Proven track record leading agency and in-house creative teams for start-up and global enterprises like Auctane, Netspend, and others. Modernizing creative tech stacks, streamlining processes, and inspiring teams. Expertise in branding, marketing, and strategic partnerships. Successfully collaborated with partners such as USPS, Shopify, Visa, Dell, IBM, and others. Consistently bridge creativity with results, whether through award-winning campaigns, process improvements, or landmark sponsorships like the Austin FC partnership.

WORK EXPERIENCE

Creative Director, Global / Auctane

MAR 2024 – OCT 2024

Industry leading shipping & delivery SaaS platform, logistics, and 3PL integrator. Over 3B orders processed annually via products like ShipStation, Stamps.com, ShipEngine, Return Rabbit, and others.

- Rebranded three flagship brands reinventing Auctane as a house of brands, modernizing visual brand, improving brand consistency across all products.
- Modernized the creative tech stack by introducing a design system, enhancing creative processes with DAM, QR code tools, and Figma, resulting in increased creative efficiencies and improved brand consistency.
- Introduced new creative strategy for a globally distributed creative team to better support projects across Marketing, Product, and Enterprise, resulting in increased quality of creative work and reduction of timelines.
- Managed strategic agency and vendor partnerships to address talent and resource needs. Collaborated with key partners: USPS, UPS, Royal Mail (UK), DHL, Shopify, Wix, Woo, PayPal, etc.

Creative Director, Group / Netspend

2014 – 2024

Leading financial services, fintech, BaaS company offering retail, B2C and B2B payment products.

- Grew the creative budget to over $1M, developed a modern creative & marketing tech stack, resulting in 80% increase in time and resource efficiencies.
- Created brand strategy and directed production of a $4M+ sponsorship with the MLS expansion football club, Austin FC.
- Implemented team coaching, rigorous creative reviews, and process improvements earning five Graphic Design USA Annual In-House Design Awards in 2021.
- Oversaw an in-house creative team; leadership, management, brand strategy, mentoring, agency and vendor management, process evolution, production, hiring, UX/UI Product branding, campaigns, and video production.
- Executed 10K+ projects for Netspend brands and co-brands including: PayPal, Samsung, Brinks, Walmart, Walgreen's, Western Union, WWE, NBA, MLB, MLS, H-E-B, Visa, Mastercard, United Airlines, CVS, and more.

Creative Director / Socialmedia.org

2013 – 2014

Private, vendor-free membership organization for social media leaders at major companies.

- Developed acquisition campaigns, customer life-cycle materials, content strategy, branded collateral, event branding, and UX design in support of marketing efforts.
- Designed websites, introducing accessibility standards, video content, responsive design, messaging, and branding. Increasing conversion rate by 30% and time on website 60%.
- Managed vendors and partners for website development, event production, content, and marketing collateral.

Associate Creative Director / Somnio

2012 – 2013

Marketing and advertising agency serving B2B and B2B2C clients such as: Dell, IBM, Emerson, HP.

- Produced interactive narrative campaign Path To Security for Hewlett Packard helping communicate security solutions, resulting in 178% increase in engagement and earning the Communicator Awards Award of Excellence.
- Designed brand experience Dell Derby Dash to market OEM solutions, increasing lead generation by 120% and earning the Communicator Awards Award of Distinction and International Academy Silver Award.
- Managed project and client strategies, presentations, and collateral development including Statements of Works, creative briefs, and design documentation for clients such as IBM, Cisco, Dell, HP, Emerson, and more

Senior Art Director / Bazaarvoice

2010 – 2012

Leading user-generated content (UGC) platform that helps brands and retailers collect and display reviews, photos, and videos.

- Designed sales enablement collateral with the objective of creating a flexible and agile design system. Improving speed to sales organization by approximately 50%.
- Developed, designed, and produced the annual Bazaarvoice Conversation Index report, used by marketing and sales as a door opener. Increasing leads by 90%.
- Creative support and presentation development for successful 2012 IPO roadshow and NYSE offering
- Collaborated with social team to design interactive event displays, increasing social engagement by 200%
- Designed, branded, and produced collateral for international and domestic events. Including wayfinding, signage, stage, video, print, digital deliverables.

Associate Creative Director / Schematic

2008 – 2010

Digital marketing and advertising agency serving Dell, Nokia, Microsoft, Symantec, Reliant Energy, and more.

- Grew a team of art directors, graphic designers, UX designers, motion designers, and copywriters dedicated to Dell account team to more than 30 within six months
- Designed campaign for Dell's 2009/2010 SMB Black Friday. Implementing new design and technologies, resulting in 50% (2009) and 40% (2010) increases in campaign revenue.
- Projects included: branding, video, campaigns, websites, digital advertising, out of home, email, and others
- Clients included: Dell, Nokia, Microsoft, Symantec, Reliant Energy
- Awarded the 2008 & 2009 Schematic Award for Service & Contribution

EDUCATION

Texas Tech University / Winemaking & Viticulture Certification

Cornish College of the Arts / Bachelor of Fine Arts Graphic Design

Seattle Central Community College / Associate of Arts Education

CERTIFICATIONS

University of Michigan / AI Tools for Creativity

Imperial College London / Advanced Creative Thinking and AI

Google / Agile Project Management)

Adobe / Adobe Content Creator Professional

IBM / Foundations of Artificial Intelligence (AI)

IDEO U / Leading for Creativity

Google / Foundations of User Experience (UX) Design

Google / Digital Marketing and E-commerce

LinkedIn/ Prompt Engineering with Gemini (AI)