

# Global Head of Design, keynote speaker, designer and host of The Crazy One podcast

I'm the son of a Creative Director 20+ years experience creating the strategy, concepting, and design for award-winning integrated global advertising campaigns, building multiple global Fortune 100 brands and innovative digital experiences. As a leader, I have 15+ years building and leading agency and in-house teams using a mix of creativity, business strategy, process, consumer research and political skill to create innovative, world-class work that changes industries and companies.

I currently the Head of Design Transformation at InVision where I partner with the world's top brands including Google, Nike, AT&T, and more to create customized strategies that elevate the business impact of design. I previously worked at McCann Erickson, Citi and Starwood Hotels and have worked with clients like American Airlines, W Hotels, Disney, ExxonMobil, Acura, Citi, Nationwide Insurance, Verizon, Subaru and more.

As a result of this work, I've won over 150 international design awards, have had my app designs named as one of the World's 100 Greatest Apps, HOW Magazine named me #17 on the 100 of the most talented and influential creatives working today and more. Apple has featured my work in 10 keynotes, 4 TV commercials, the Human Interface Guidelines, iTunes App Store, Apple Stores, one of my app designs was chosen for their 'Best of' yearly list and as one of the world's 100 best apps.



## 2ND GENERATION CREATIVE DIRECTOR

I'm the son of a creative director with over 15 years experience leading world-class teams to create innovative ideas and then using my creative, business and political skills to sell those ideas. I care deeply about my teams and creating a culture where every creative can have their process understood, valued and grown.



## TEAM AND THOUGHT LEADER

I have a proven track record of building and leading world-class teams that find unique insights to influence consumers, drive revenue and meet business goals. I also have extensive experience with Design Thinking using agile methodologies including co-creating a unique version of Design Thinking with IDEO.



## INNOVATIVE SENIOR DESIGNER

I'm a hands on designer with 20+ years experience creating the strategy, concepts and designs for award-winning integrated global advertising campaigns, building multiple global Fortune 500 brands and innovative digital experiences. I've partnered with Apple, Google and Adobe to create some of the first experiences on Apple Watch, Apple iOS, Passbook, Google Glass and more.



## AWARD WINNER

My work has been recognized with over 150 major design awards including Cannes Cyber Lions, Webby Awards, Web Awards and others. Apple has featured my work in 9 keynotes, 4 commercials, in Apple Stores, Apple.com, the iTunes App Store and their Human Interface Guidelines.

## PROFESSIONAL EXPERIENCE

Apr 2018  
Present

### ● **Head of Design Transformation, InVision**

I'm creating and leading a new team that works hand-in-hand with InVision's Enterprise clients to weave together the best methodologies, processes, information, and tools that are available to design teams into a comprehensive strategy that elevates the business impact of design within every company. InVision's Enterprise clients are over 80% of Fortune 100 companies and over 3,000 Enterprise customers globally which help to weave together all of the methodologies, processes, information, and tools that are available to design teams into a comprehensive strategy that would elevate the business impact of design within every company only gives us the unique opportunity to see how the best operate, but also gives us access to work with nearly all of the world's leading companies and emerging startups. We consult and help teach those teams about design transformation through cultural change, design leadership, design best practices, creative methodologies, and more tactical subjects like the best ways to use InVisions tools, the best workflows or how to build and implement a digital design system.

Sep 2015  
Apr 2018

### ● **Global Head of Design, Citi**

Led and helped to create Citi Design which is a team made up of multiple in-house design studios and external agencies creating global experiences in digital, branding and advertising for Citi FinTech, the Citi Innovation Labs and the Citi Global Consumer Bank. A few of the projects we have worked on included the on-going re-designs of Citi.com, re-designing the Citi mobile app, updating the Citi brand, creating a new digital design language used across all Citi digital experiences and working with IDEO to create a unique version of Design Thinking with agile methods just for Citi.

I was one of the 40 founding members of Citi FinTech which is a small start-up inside of the Global Consumer Bank dedicated to creating mobile-first solutions to a variety of problems and working as the tip of the spear to change the way the company thinks and operates. The Citi innovation labs work to design and prototype new ideas and emerging technologies from a variety of external partners. The team also works on all aspects of the global consumer bank to create a unified design and creative vision across the entire consumer bank.

Jun 2015  
Sep 2006

### ● **VP and Senior Creative Director - Global Brand Design, Starwood Hotels and Resorts**

I led the digital design, content and film & video teams for Starwood Global Brand Design for all 10 of their brands as well as leading all design for the Starwood Preferred Guest loyalty program. Over the course of my time at Starwood I transformed these teams from production focused service organizations into world class creative teams who were responsible for some of the biggest recent digital innovations in the hospitality industry. I did it by establishing all new standards and culture that drove innovation and built the trust with our clients and the C suite that allowed those innovation to launch to consumers.

Notable innovation included Aloft in SecondLife, the state aware design of the SPG smartphone and iPad apps, SPG Mobile Check-in and SPG Keyless Entry for iPhone and Apple Watch. Apple featured this work in 8 keynotes, 4 TV commercials, on Apple.com, in Apple Store, in the Human Interface Guidelines and more.

**Clients:** St. Regis, W Hotels, Le Meridien, Sheraton, Westin, Element, Aloft, Four Points, The Luxury Collection, Starwood Preferred Guest and Starwood Corporate.

Aug 2006  
Jan 2003

### ● **Interactive Creative Director, Temerlin McClain (McCann Worldgroup)**

I worked as a leader who was able to bridge traditional and digital advertising so the agency was able to create integrated work. My team was made up of art directors, writers, information architects and freelance staff and I defined the strategy, direction and goals for online advertising and web site development projects. I developed team members skills by identifying and providing the needed training, coaching and mentoring so they were able to grow their skills and creativity.

**Clients:** American Airlines, Exxon Mobil, Subaru, Sprint, Toshiba, Texas Instruments, Texas Tourism, Nortel Networks, Adams Golf, University of Houston, Verizon Superpages.com, VanCliburn Foundation, Bell Helicopter,, oneworld airline alliance, Mariloff Diamonds Planet Cancer, IgoUgo.com and Nationwide Insurance

**New business won:** Venetian Hotel and Casino, , ExxonMobil, Verizon SuperPages, Sprint Business solutions, oneworld global airline alliance, PayDay One on-line, AvidGolfer Magazine and ProStaff

Jan 2003  
Birth

## ● Creative Director, Designer, Art Director, 3D Animator and Junior Letterpress Operator

I was literally born into design and advertising with a father who was a creative director and a mother who was an artist. I learned typography on a cast iron letterpress in the basement of our house and I've been working as a designer since I was 13. I cut rubylith, studied Computer Graphics at Syracuse, worked as a 3D animator and then blended all of those skills into my digital work.

**Clients:** Serta, Disney, Motorola, AMD, Intel, Price Waterhouse, Honda, Acura, Toyota, American Dairy Brands, Garden Ridge, EDS, i2 Technology, U.S. Air Force, M.A.D.D., Pizza Hut, TGI Friday's, Mattress Firm, Subaru, Toshiba, Tribal DDB,

**New business won:** Serta, Intel, Honda & Acura Motors, GardenRidge, and Disney/Buena Vista Home Entertainment.

## EDUCATION

### Syracuse University

College of Visual and Performing Arts - Studied Computer Graphics

### Carnegie Mellon University

Pre-college certificate (completed in high school) - 2 year pre-college certificate in Fine Art and Computer Graphics

## ACCOMPLISHED INTERNATIONAL SPEAKER

I've spoken internationally to tens of thousands of people ranging from small sessions for companies like IDEO, Apple, GE, Adobe, Carrefour, L'Oreal and Saatchi to large international keynotes alongside speakers like Apple co-founder Steve Wozniak, Nest founder Tony Faddel, Martha Stewart, Zappos.com CEO Tony Hsieh, designers Stefan Sagmeister and Karim Rashid. My talks about creativity, design and leadership are consistently scored by attendees as one of the best talks at every event.

**For a complete list of the events I have spoken at, attendee reviews and upcoming talks please go to [StephenGates.com](http://StephenGates.com)**

## RECENT PRESS

My work has been featured by over 300 international press outlets across top-tier national, tech, travel and broadcast press. Notable coverage included The New York Times (print and online), CNN, WIRED, Fast Company, USA Today, CNBC, China Daily, The Wall Street Journal, TechCrunch, MacWorld, TODAY show, Re/Code and Financial Times, among many others.

### Recent press highlights

- TIME – Tim Cook Just Revealed More Apple Watch Secrets
- Engadget – Apple Watch will unlock your hotel room door
- Fast Company – Starwood's App Driven vision for the hotel of the future
- Engadget – Starwood's app for Google Glass will let you search and book hotels
- Wall Street Journal – The new hotel key: Your smartphone – read the article
- USA Today – Smartphones to replace room keys at select Starwood Hotels
- Mashable.com – The Workspaces Of Men Who Are On Their Game

**For a more complete list of personal and professional press please go to [StephenGates.com](http://StephenGates.com)**



## AWARDS & ACHIEVEMENTS

“Stephen is an innovator, visionary and evangelist that any team would want on the front lines.”

- Selection announcement for the OMMA Magazines Online Marketing All-Star

### **Webby Awards**

(3 nominees and 10 honorees)

2016 – LeMeridien.com – Best Use Of Photography honoree  
2015 – SPG Android App – Travel App honoree  
2014 – SPG iPad App – Travel App honoree  
2012 – W Hotels – Best Home Page honoree  
2012 - W Hotels iPhone App – Travel App honoree  
2009 – The Luxury Collection – Travel honoree  
2008 – Lemeridien employment site – Employment finalist  
2008 - StephenGates.com Blog – Personal site honoree  
2007 – Nationwide Insurance – LifeComesAtYouFast.com – Insurance finalist  
2007 - St. Regis employment site – Employment honoree  
2006 – WhyYouFly.com – Airline honoree  
2005 – Subaru All-Wheel Drive microsite – Automotive finalist

International Academy of Digital Arts & Sciences member  
Webby Awards judge 2010 - present

### **Cannes Cyber Lions**

2006 Silver - American Airlines “We Know Why You Fly”

### **Mobile WebAwards**

2013 -SPG iPad App – Best Hotel app - SPG iPhone / Android App – Outstanding App  
Mobile WebAwards Competition Judge 2011-present

### **Communication Arts**

Site of the Week: Subaru All-Wheel Drive Microsite and WhyYouFly.com

### **ACM SIGGRAPH**

1995 Computer Graphics Pioneer Award Winner (1 of 7 awarded worldwide)

### **Apple**

Apple has featured my work in 10 keynotes, 4 commercials, in Apple Stores, on Apple.com, in the iTunes Store and in their Human Interface Guidelines

### **Business Insider**

SPG App named one of the World's 100 Greatest Apps

### **Adobe Site of the Day**

(5 awards)

LuxuryCollection.com, IgoUgo.com Worldly Traveler Trivia Challenge,  
Subaru All-Wheel Drive Microsite, LifeComesAtYouFast.com, WhyYouFly.com

### **TIME Magazine**

Future of Advertising Issue - Nationwide Insurance Life Comes at You Fast Times Square

### **L2 Digital Index Prestige Hotels**

Helped lead Starwood digital team to take the top 6 spots in the 2015 survey

### **OMMA Magazine All-Star**

Chosen by the editors as one of three 2009 Online All-Stars for Marketing

### **Addy Awards**

(19 awards)

2006 - Gold Local, Gold Regional, Best of Show Regional - Verizon Superpages.com  
2005 - Silver National, Gold Regional, Gold Local - American Airlines Web/Online Campaign  
2004 - WhyYouFly interactive campaign Bronze, FlyYouFly.com and Need-Desire.com

### **Internet Advertising Awards**

2008 - Best Hotel & Lodging Rich Media Campaign - SheratonPlay.com  
2007 - Best Site -Nationwide Insurance - Life Comes at You Fast Times Square Site  
2006 - Best Search Engine Online campaign - Verizon Superpages “We know around here”  
2006 - 2014 Competition and Best of Show judge

### **OMMA Magazine**

Helped lead t:m interactive to Agency of the Year: Gold

### **WebAwards**

(24 awards)

2012 – StarwoodHotels.com – Outstanding Corporate Site  
2010 -Westin.com and StRegis.com - Standard of Excellence  
2008 - LeMeridien, Aloft, Element, SheratonWave.com, StephenGates.com Blog - Standard of Excellence, SPG The Lobby blog - Outstanding Website  
2004 - 2015 Competition and Best of Show judge

### **Adobe**

Featured in Adobe CS5 customer success story and Creative Voices videos

**For a complete list of awards and recognitions please go to [StephenGates.com](http://StephenGates.com)**