

Global Creative Director, Brand Builder, Designer, Speaker, Podcaster, Crazy One.

I'm the son of a Creative Director who started his education in design growing up working in my father's advertising agency. As a designer, I have 20+ years experience creating the strategy, concepts, and designs for award-winning integrated global advertising campaigns, building many global Fortune 500 brands and creating innovative digital experiences. As a leader, I have 15+ years transforming agency and client-side teams using a mix of creativity, business strategy, process and political skill to create innovative, world-class work that changes industries and companies.

My clients have included American Airlines, W Hotels, Disney, Citi, ExxonMobil, Acura, Nationwide Insurance, Verizon, Subaru and many more. The resulting work received 150+ design awards, covered by over 300 international press outlets, named one of the World's 100 Greatest Apps and Apple has featured my work in 10 keynotes, 4 TV commercials as well as featuring it multiple times in Apple Stores, the App Store and Human Interface Guidelines. I regularly work as a partner, advisor, and designer to companies like Apple, Google, FiftyThree, InVision, Adobe and more on new products like Apple Watch, iOS, Adobe Creative Cloud applications, IBM Watson, and Google Glass. I was also chosen by the High Resolution series as one of the world's top 25 design leaders.

I share what I've learned with the international creative community through my podcast, blog and speaking engagements. I've taught small sessions for companies like IDEO, Apple, GE, Adobe, L'Oreal and more to large international keynotes alongside speakers like Apple co-founder Steve Wozniak, Martha Stewart, Zappos.com CEO Tony Hsieh, and designers Stefan Sagmeister. My Crazy One podcast is one of the top 10 most popular design podcasts on iTunes and my blog was named one of the top 100 design blogs to follow.



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

Sep 2015
Present

● **Global Head of Design, Citi**

Lead and helped to create the Citi Design team for the Citi Global Consumer Bank. The team is made up of multiple in-house design studios and external agencies creating global experiences in digital, branding and advertising for Citi FinTech, Citi Innovation Labs and all groups throughout the Citi Global Consumer Bank. This team is the first of its kind in the Global Consumer Bank and has had an impact beyond the design team with a special Citi version of Design Thinking with agile methods that we created with IDEO. Some of our major projects have included the on-going re-designs of Citi.com, the Citi mobile app, updating the Citi brand and more. I am also a founding member of Citi FinTech.

I started by evaluating the existing in-house creative talent and then establishing all new standards, culture, structures for the design team to build trust and respect with our internal clients which in turn grew funding and headcount for the team. I have hired new leadership and talent as well as coached the existing talent across multiple studios to raise the level of their creativity so all studios are creating world class work. As a result, in just a year and a half the demand for the design teams work has grown so much that it is the fastest growing team in the Global Consumer Bank and Apple has featured our work in two keynotes.

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 led one of the digital design teams for Temerlin Interactive and 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, Mothers Against Drunk Driving (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.

I've been named an Adobe MAX Master speaker as one of the top 20 speakers at the conference for 2015, 2016 and 2017 with those sessions received an average score of 4.9 out of 5 from over 3,000 session attendees. I've been a guest lecturer at Yale, Princeton, SVA, Parsons and I am an IDEO Certified Design Thinking trainer.

For a complete list of the events I have spoken at, attendee reviews and upcoming talks please go to 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 professional 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
- Luxury Daily –Starwood dominates L2's hotel digital index

Recent personal press highlights

- New York Times – For Some, iPad Pro Can't Match PC Strengths
- Fast Company – Your Next Innovative Idea Could Be A Restaurant Visit Away
- Mashable.com – The Workspaces Of Men Who Are On Their Game
- MacWorld – How developers are making apps for an Apple Watch they haven't seen yet
- Resource Magazine – Starwood VP Stephen Gates Reveals His Secrets
- The Next Big Design – The Bad Boys of Design
- Adobe success story – Engaging travelers near and far

For a more complete list of personal and professional press please go to 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