

Global design leader building world-class organizations that integrate data with human-centered methods to drive a long term vision and near term business impact. Host of The Crazy One podcast and keynote speaker.

As a designer, leader, coach, and active voice in the design community, I am more than where I've worked, the experiences I've created, the awards I've won, the followers I gained, or stages I've spoken on. I'm the son of a Creative Director with 20+ years experience creating work grounded in research and data and executed with human-centered methodologies to create the strategies, concepts, and executions of award-winning integrated global advertising campaigns, multiple global Fortune 100 brands, and innovative digital experiences.

As a leader, some of my greatest work will never appear in my portfolio because it's the teams I've built and the leaders I've helped developed over the past 15+ years. I have a proven record of leading world-class agency and client-side teams using my presentation, business, and political skills to find unique insights, build trust with consumers, drive revenue, and meet business goals.



GROUNDING IN RESEARCH AND DATA, EXECUTED WITH HUMAN-CENTERED METHODOLOGIES.

Over 20 years of experience across multiple industries integrating data with human-centered methods to create the strategies, concepts, and executions of award-winning integrated global advertising campaigns, multiple global Fortune 500 brands, and innovative digital experiences.



PROVEN LEADERSHIP

Some of my greatest work will never appear in my portfolio because it's the teams I've built and the leaders I've helped developed over the past 15+ years. I've led world-class agency and client-side teams using my presentation, business, and political skills to build trust with partners and consumers, drive revenue, and meet business goals.



OUTSPOKEN THOUGHT LEADER

I host The Crazy One podcast and am a sought after keynote speaker to share insights on creativity, leadership, building your career, and more. My podcast's 100+ episodes have won multiple awards, including a 2020 Webby Award Honoree for Best Technology podcast and a 5 stars average review in every global iTunes Store.



PARTNER, COACH AND TEACHER TO SOME OF THE WORLD'S BIGGEST COMPANIES

I have built deep and broad experience by working with, teaching, coaching, and learning from executives, design, product, and engineering teams at Amazon, Google, Verizon, Apple, Nike, Bank of America, Rolls Royce, The Home Depot, IDEO, HSBC, EY Partners, Frog Design, NASA, and many more.



CREATES EXPERIENCES THAT MOVE THE NEEDLE AND WINS AWARDS

My work has been recognized with over 150 major design awards, including Cannes Cyber Lions, Webby Awards, Web Awards, and many others. Apple has featured my work in 10 keynotes, 4 TV commercials, Apple Stores, Apple.com, the iTunes App Store, Human Interface Guidelines, and more.

PROFESSIONAL EXPERIENCE

Apr 2018
Present

● **Head of Design Evangelism and Transformation, InVision**

I work hand-in-hand with InVision's Enterprise clients to weave together the best methodologies, processes, information, and tools into a comprehensive strategy that elevates the business impact of design, creates cultural change, and builds stronger leadership at companies including Google, Amazon, The Home Depot, Bank of America, Facebook, Rolls Royce, American Express, Frog Design, EY Partners, and many more.

In addition to this work, I was the lead author of InVision's Quarterly Design Trend reports, which looks at the latest global trends in creativity, leadership, culture, and design. I was also a contributing author of the InVision groundbreaking Design Maturity Model, New Design Frontier report, and created InVision's Thought Leader in Residence program, a think tank that focused on new design through leadership through 6-month residencies with the world's best design leaders.

Sep 2015
Apr 2018

● **SVP, 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-design 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, 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 various 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 ,Global Brand Design, Digital and Innovation, 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 innovations 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

● **Digital 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



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



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 12 honorees)

2020 – The Crazy One - Best Technology Podcast honoree
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\

For a complete list of awards and recognitions please go to StephenGates.com