

Dale R. Cody, MBA, BFA

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Profile

*An **Award-Winning Creative Director, Educator and Published Author** with more than 15 years of success designing and delivering complex marketing, print and web applications. Known as a Leader and Professional with a reputation of attaining results in strategic brand solutions, user experience (UX), marketing, art direction, and targeted online display advertising campaigns driven by strong, strategically aligned concepts. Able to connect powerful design with strong business strategy using a hands-on management style.*

Expert-level knowledge of software applications on both Windows and Mac platforms including:

- The full Adobe Creative Cloud including Photoshop, Illustrator, Dreamweaver, Flash, Muse, After Effects & InDesign
- HTML, XHTML, CSS, JavaScript, MySQL and basic PHP
- Microsoft Office Suite, Expression Blend, SketchFlow, Silverlight and WPF
- Google Analytics, DoubleClick Ad Serving Platform, Omniture, Flite and Celtra for mobile advertising
- WordPress, TypePad and other Blogging platforms

Career History

Creative Director

WildTangent Games and Media
Redmond, WA
2011 – 2013

<http://www.wildtangent.com/>

A worldwide cross-device games company focused on the distribution and monetization of mobile, social and online games. Over 175 million monthly unique users.

- Design leadership and management for creative teams working separately in Games, Marketing and Media Advertising.
- Directly responsible for helping the Media Sales Team convert RFPs and close more than \$3 million in new business monthly. Fortune 500 clients included McDonalds, Unilever, Chevy, Mattel, Lego, Disney and more.
- Researched, negotiated and deployed third party standards-based mobile ad solutions in order to create, serve and analyze rich media ad units.
- Designed and delivered next generation BrandBoost Ad Platform that vastly improved customization, conversion, ad revenue and user experience.

Manager, Interactive Design

Central 1 Credit Union
Vancouver, BC Canada
2009 – 2011

<http://www.central1.com/>

An \$11 billion company providing online banking, payments and loans to more than 300 Canadian credit unions.

- Led an extremely busy team of 12 Interaction Designers & Web Developers
- Delivered branded online banking, mobile and payment applications for over 300 credit unions, financial institutions and utilities.
- Collaboration with the Product Management Group to design and deliver innovative digital financial apps for a strategic competitive advantage.

Associate Creative Director, Interactive

Draft FCB – The Hacker Group
Seattle, WA
2008 – 2009

www.hackergroup.com

A Performance-Based Marketing/Direct Response Agency under the IPG umbrella group of global advertising agencies.

- Built, led and managed a new interactive team specifically designed to leverage the agency's existing expertise in performance-based marketing.
- Created successful online performance-based campaigns for clients such as AT&T, Comcast, Carnival Cruises, Kaiser Permanente and Netflix.

<p>Director of Creative and User Experience</p> <p>CarDomain Network Seattle, WA 2006 – 2008</p> <p>www.cardomain.com</p> <p>(company sold 2008)</p>	<p><i>The largest auto enthusiast social media and networking website on the Internet</i></p> <ul style="list-style-type: none"> • Provided creative vision, leadership and management for a busy 7-person Creative Team. • Managed branding, user experience, user interface design, accessibility and visual communications. Drove brand management and spearheaded efforts to increase customer acquisition and retention, promote awareness and support sales through innovative use of display advertising media. • Partnered with the Ad Sales Team convert RFPs into successful campaigns for tier-one automotive clients such as Ford, Chevy, Nissan and Scion • Supported CarDomain’s online eCommerce site as well as its partnerships with companies such as AutoAnything and Crutchfield.
<p>Chair of Visual Communications Department</p> <p>International Academy of Design and Technology (IADT – Seattle) Seattle, WA 2005 – 2006</p> <p>www.iadt.edu/Seattle</p>	<p><i>A fully accredited post-secondary educational institution offering bachelor and associate degree programs in several design disciplines.</i></p> <ul style="list-style-type: none"> • Designed complete Visual Communications program curriculum and wrote all Master Course Outlines (MCOs). • Hired and managed all Visual Communications faculty members from inception and personally taught a full course load. • Stewarded the department successfully through school’s first national accreditation process.
<p>Creative Director</p> <p>Action Engine Corporation Redmond, WA 2003 – 2005</p> <p>(company closed)</p>	<p><i>A wireless services business that developed a carrier grade mobile applications platform for global tier 1 wireless telecoms.</i></p> <ul style="list-style-type: none"> • Held ownership for user experience (UX), application UI, usability and brand localization for global clients across all wireless device platforms. • Led all corporate visual communications and design of applications platforms for wireless operators. Clients included tier 1 global telecoms.
<p>VP, Creative Services</p> <p>Markethaus Inc. Seattle, WA 2001 – 2002</p> <p>(company closed)</p>	<p><i>Start-up Technology Company that developed an enterprise suite of CRM and CLM web applications for the aftermarket auto repair and service industry.</i></p> <ul style="list-style-type: none"> • Responsible for all corporate creative and brand services including marketing communications, product development, user interface and usability.
<p>Consultant and Contract Creative</p> <p>Microsoft and Other Clients 1998 – 2000 and 2002 – 2003</p>	<p><i>Award-winning creative solutions on contract with Microsoft and other clients</i></p>
<p>Education & Professional Development</p>	
<p>Master of Business Administration (Information Technology) - <i>Deans List</i> City University, Seattle Washington</p> <p>Bachelor of Fine Arts Art Center College of Design, Pasadena California</p>	
<p>Organizations & Awards</p>	
<ul style="list-style-type: none"> • Member of the Graphic Artists Guild (GAG), the Interaction Design Association (IXDA) and the American Institute of Graphic Arts (AIGA). • Many awards including 6 of their highest from the Society for Technical Communications (STC) for UI designs done while on contract with Microsoft. 	