



gary klein

www.garykleinstudio.com

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917 628 6017

Results-driven, tech savvy, hands on Interactive Creative and Product Director with 15+ years experience leading design and development teams to successful launches of effective, innovative web and mobile apps and digital marketing initiatives. Successes include conception, development and implementation of large-scale product rollouts, redesigns, brand establishment, mobile strategies and high converting marketing and demand generation campaigns.

Director of Product & Creative, digipunk llc - New York, 2016 to present

Digipunk is a modern digital agency providing product definition, design, development and customer acquisition, retention and programmatic advertising solutions for its group of dating and social networking websites and apps as well as for external client projects.

- Define and execute the product, user experience and brand vision for digipunk's digital products and marketing efforts.
- Lead research, strategy development, product definition, UX and visual design, copywriting and front-end technology direction and development. Hands on with product and UX definition, design, site and app coding with javascript frameworks, CSS, HTML in an agile, sprint based cloud platform development environment.
- Ensure best of industry experience for the 2+ million members of digipunk's subscription based web and mobile products while maintaining quality and consistency of branding, marketing and design.

Creative Director, Acotel Interactive – New York, 2011 to 2016

Creative Director, Bucksense, Inc. – New York, 2014 to 2016

Led and mentored teams of designers and front-end and app developers in creating captivating digital experiences across multiple platforms and technologies. Partnered with product, marketing, business development and technology teams to create engaging digital products and brands.

- Developed B2B, Ad Tech, social gaming, e-learning, social networking web and mobile sites, iOS, and Android apps and games with yearly revenues of over \$100m
- Led product conception and development from inception to delivery. Produced wireframes, user flow and product requirements documentation. Created and maintained brand identity and ensured consistency product quality.
- Responsible for staffing, resource allocation, creation and management of project timelines and deliverables. Challenged and motivated international design and development teams and outsource resources across multiple locations.

Creative Director, Flycell, Inc. – New York, 2005 to 2011

Creative oversight for dozens of web and mobile sites and apps produced for an international leader in digital entertainment. Established project plans, timelines and deliverables with business, marketing and operations team leaders. Engaged in product development and pitches with clients, partners and vendors. Managed and mentored teams of designers and developers; cultivated an environment of sustained creativity and professional growth.

- Established Flycell's best of industry web and mobile presence and successfully expanded the brand from its U.S. base into 30+ international markets. Identified and implemented workflow, productivity and communication process improvements.
- Led creative development of marketing campaigns producing a single year acquisition of 9.5M subscribers worldwide
- Led website and purchase process redesign resulting in 16% increase in user downloads and a 3% decrease in customer churn. The new site was ranked "Best of Industry" in an AT&T/Accenture report on the Mobile Entertainment Industry.



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Principal, garykleinstudio.com – New York, 2001 to 2005

Comprehensive web design, branding and technical services firm. Performed needs/goals assessments, project planning and implementation to create usable, brand-consistent and audience-appropriate websites. Advise and educate clients on Internet marketing strategies, content development, and technology.

Clients include: The New York Times Company, Flycell Inc., The Cambridge Public Health Department, Libra Securities and intellectConnect.com

VP Creative Services / Creative Director, original.com – New York, 1997 to 2001

Led creative department of pioneering web design and internet strategy firm. Partnered in strategic decision making, client pitches and acquisition, business development, staffing and budgeting. Client base included Fortune 500 companies, non-profits, small and medium sized businesses, media outlets and social networking sites.

- Creative Director for CBS Television Network's first digital agency
- Developed sites for other CBS properties including The Late Show with David Letterman, NCAA Basketball March Madness, Master's Golf, The Country Music Awards, and dozens of TV movie, sports, music and soaps specials
- CBS TV website ranked "most usable" network TV site in USA Today
- USA Networks selected original.com to design the website for the French Open Tennis Tournament
- Won PBS/POV invitational competition to develop POV documentary sites
- Chosen by Simon & Schuster to develop concept and design for key sections of the SimonSays.com website

Note: original.com is no longer in business

Art Director, original.com – New York, 1995 to 1997

Coordinated client web site development and maintenance. Served as primary client liaison. Managed expansion and daily updating of the CBS Television Network website.

Representative clients included: CBS Television Network, USA Networks, PBS/P.O.V., The ARK Restaurant Group, Seoul Mobile Telecom and Simon & Schuster Online

Master of Arts – New York University, New York

B.A. Architecture (with honors) – Columbia University, New York

Post-graduate studies – National Academy of Design, NY Academy of Art

www.garykleinstudio.com – portfolio, case studies and resume

www.linkedin.com/in/garyklein – my LinkedIn profile

www.bucksense.com – a recent project

www.acotelinteractive.com – where I led design, front-end and app development