

patrick futtner

Contact

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patrickfuttner.com

Education

The University of Iowa
B.F.A in Graphic Design
Secondary emphasis in intermedia
and photography.

Clients

Accenture, Allstate, BluDot, BMW,
Caterpillar, CB2, Cox, Crate&Barrel,
Express Scripts, Gallagher Bassett,
Herman Miller, Humanscale,
Motorola, Naturalizer, Redbox,
Steelcase, Sears, Tazo, U.S. Cellular,
Walgreens

SportsBiz Executive Creative Director

April 2023 - Present

Led brand and design for an innovative sports marketing startup using AI to empower brands to make smarter sponsorship decisions.

Developed design direction for the SportsBiz enterprise application, partnering with executive leadership to merge design vision with business priorities.

Worked with UX colleagues to integrate AI into product solutions.

Partnered with executive leadership to tell SportsBiz's story to potential investors.

FCB Creative Director

October 2020 - February 2023

Led .com site creative for the Cox Communications team during scope growth from 4.5 million in 2020 to 6 million in 2022. Oversaw a team of 5 full-time creatives (Art Directors and Copywriters) and maintained a network of freelancers to develop new marketing pages for Cox's core products.

Led creative team through the development of an end to end marketing experience for the launch of Cox's new product offering. Collaborated with creative, account, and strategy to concept digital tactics for cross-channel go-to-market campaigns. Aligned digital and traditional tactics to enhance brand experience.

Partnered with Cox leadership during innovation sessions to sell in strategic digital opportunities to push Cox beyond the .com site experience.

Associate Creative Director

February 2019 - October 2020

Led the creative team through Cox's 2019 brand alignment, a complete agile redesign of Cox's upper funnel marketing experience. Worked to enhance the Cox brand experience throughout the site while optimizing the process for project intake and execution.

Partnered with internal and external stakeholders to build Cox's design system using Invision DSM. Maintained a system that gives design flexibility while streamlining components to allow for easier development in Adobe Experience Manager.

Managed a team of Art Directors and Copywriters and oversaw creative during an increase in scope from \$3.6 to \$4.5 million between 2018 and 2020.

higi Senior UI Designer

October 2017 - November 2018

Led design execution on higi's brand alignment, defining visual style and voice to adhere to the company's brand values.

Redesigned the station experience for a network of 12,000 kiosks, administering 300 million blood pressure tests.

Led overall strategy and execution for all product creative, aligning with both product managers, development team, and executive management.

Redbox Senior Designer

December 2016 - October 2017

Responsible for visual design on UX projects across responsive web, apps, and kiosk. Oversaw the work of other designers to maintain brand consistency. Guided the work of agency partners to properly execute brand vision.

Razorfish Art Director (contract)

August 2016 - November 2016

Led design efforts for two mobile apps used to help users through the worker's compensation process and helped redesign the equipment rental process for Caterpillar.

Mu/Dai Art Director (contract)

June 2016 - July 2016

Led design for an intranet used by all U.S. Cellular employees to perform daily tasks.

Infor Senior UI Designer

February 2016 - May 2016

Managed work for a team of designers across the healthcare account, developing software used by hospitals to manage administrative workflow.