



Marcus Pape › User Experience + Design Direction › Seattle, WA
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Summary

Extensive experience creating compelling product solutions for a wide array of global brands and companies.

Reputation for combining creative thinking and a deep understanding of the customer to solve complex problems.

Proven ability to build and manage dynamic cross-functional teams with an emphasis on creative excellence.

Experience

Head of Global Brand Systems & Creative Optimization, Amazon Video › Amazon | 02/2017 - present

Responsible for developing best-in-class creative and driving cross-site consistency for the Amazon Video brand and related marketing touch-points. Definition of Amazon Video's global brand guidelines and development of a comprehensive brand system spanning visual identity and tone of voice. Leadership of multi-disciplinary creative teams located in Seattle and San Jose, Costa Rica, tasked with delivering world-class customer experiences that support and reinforce Amazon Video's brand vision and business objectives across all global platforms.

- Defining the Amazon Video brand system and overseeing the systematic implementation and enforcement of brand standards globally.
- Overseeing creative bar raising efforts across the Amazon Video service landscape including all visual touch points, while also driving creative testing initiatives in order to establish design best practices and optimize performance.
- Operating as point of contact across Amazon Video's global design studios to facilitate resourcing needs, cross-team collaboration, and strategic program/project management.

Senior UX Design Manager, Amazon Video › Amazon | 12/2014 - 01/2017

Ownership of cross-platform UX design leadership, focusing on the overall Amazon Video customer journey, from initial introduction and onboarding of the service, to a user's first stream and ongoing engagement. Challenged with establishing a clear UX design vision and empowering a multi-discipline team of designers to craft intuitive end-to-end video experiences focused on customer acquisition and engagement, across all platforms and clients—covering web, big screen, tablet and mobile for both 3rd and 1st party devices.

- Recruit, build and lead a team of cross-platform designers who work collaboratively to deliver intuitive and enjoyable product solutions.
- Leverage key insights and proven design patterns to create compelling, best-in-class customer experiences across our global video service.
- Partner with global Product, Tech and Marketing to release new features and product updates, optimized for broad cross-platform integration and engagement.

Creative Director, Ad Design & User Experience › Amazon | 5/2012 - 12/2014

Led efforts in the creation of engaging customer-centric brand solutions across Amazon's multi-platform ad network. Developed strategic advertising programs with a focus on driving user engagement for the world's most recognized brands. Key clients include AT&T, Bose, Crayola, Disney, EA Games, Google, Hasbro, HP, Intel, LG, Mattel, Microsoft, Nikon, Panasonic, Samsung, Sony, Sprint, T-Mobile, Toshiba.

Interactive Art Director › Coinstar, Inc. | 2/2011 - 5/2012

Responsible for all interactive projects with emphasis on optimizing user experience and building consumer engagement. Mentored and consulted with a diverse creative department of senior designers, interactive developers, production artists, and freelancers. Provided input on emerging trends and technologies, such as mobile optimization, social engagement, and multi-platform gaming.

Head of Product Design + Creative › Core Innovation | 6/2003 - 2/2011

Led creative for an innovative product development & marketing agency focused on delivering disruptive product solutions in the health & wellness space. Established brand direction and oversaw product design for 48+ products across five countries. Managed creative delivery of all marketing and ecommerce support solutions.

- Built our primary energy brand from near bankruptcy to annual sales topping \$150 million within a highly competitive market.
- Increased ecommerce sales on XSGear.com to just over two million dollars annually, prior to be purchased by Amway.

[prior experience available upon request]

Skills

Creative Direction
Design Thinking
Brand Building
Product Design
User Experience

Creative Optimization
Scalable Design Systems
Global Leadership
Visual strategy
Ingenuity & Grit

Education

Drury University
Visual Communication, Photography
Global Studies, Architecture, Art History, Communications