

DOUGLAS LEMON

Creative leader. Brand, product, design.

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New York

SUMMARY

Two decades leading design and brand, the last one in fintech and financial services. I lead cross-discipline creative teams across brand, product design and marketing, and I am at my best making complicated financial products simple to understand and use. Most recently I led the brand, product design and launch of co-branded debit card programs for Alaska Airlines and Spirit Airlines.

EXPERIENCE

Alviere · VP, Head of Brand & Creative

New York, 2021 – Present

Embedded finance platform: banking, payments, card issuance and currency exchange through a single integration.

- Own the end-to-end brand and creative vision across brand strategy, product design and marketing.
- Rebuilt the Alviere brand identity from the ground up, positioning the company as a trusted, modern leader in embedded finance.
- Led brand, product design and launch of co-branded debit card programs for Alaska Airlines and Spirit Airlines, from the card and its packaging to the landing pages and iOS, Android and web apps.
- Manage and mentor the product design team, aligning UX/UI with business objectives and user needs.
- Direct creative for all marketing, turning complex technology into clear campaigns, narratives and visuals.

Mezu · Creative Director

New York, 2019 – 2020

Privacy-first peer-to-peer payment app.

- Reimagined the brand identity to stand apart in a crowded fintech market.
- Led a ground-up redesign of the mobile app, improving UX/UI and launching new features. Gold W3 Award, 2019.
- Directed creative across all marketing channels, local and national.
- Worked with engineering, product and the executive team to tie brand and design to business goals.

Publicis · VP, Creative Director

New York, 2016 – 2018

Creative lead on Citi, one of the agency's largest accounts.

- Directed integrated campaigns across websites, mobile apps, digital video, social, CRM and brand events.
- Reviewed all digital and marketing work for brand voice, strategy and creative standard.
- Grew Citi's presence on social platforms, in both volume and impact.
- Mentored a multidisciplinary creative team and led photo and film shoots from pre-production to delivery.

360i · Creative Director

New York, 2013 – 2016

Creative lead on Toyota.

- Directed campaigns and digital experiences spanning UX/UI product design, event activations, kiosks, VR and motion sensing.
- Primary creative partner to the client: presented concepts, managed expectations and built trust.
- Helped expand the agency's digital scope with Toyota, tripling the volume of website work.
- Mentored a multidisciplinary team alongside leads in technology, UX, strategy and account services.

Huge · Senior Art Director / Associate Creative Director

Brooklyn, 2008 – 2013

Pepsi, Nintendo, Maybelline, Comcast, MasterCard, Ericsson, History Channel, Verisign, Quaker Oats, Hasbro.

- Directed teams of designers, writers, UX, motion and video/CGI on large-scale digital experiences and campaigns.
- Pepsi Refresh Project: Bronze Cyber Lion, OMMA Award, Interaction Design Award.
- Helped establish advertising as a core capability at Huge, and led several winning new-business pitches.

R/GA · Senior Art Director

New York, 2005 – 2008

Nokia Nseries.

- Led visual design and art direction for websites, campaign assets and product storytelling.
- Oversaw video and CGI/3D production, and managed and mentored junior designers.

Douglas Lemon Design · Freelance Art Director / Designer

New York, 2001 – 2008

Comedy Central, Tommy Hilfiger, Merrill Lynch, W Hotels, Maybelline New York, Virgin Mobile, Coldwell Banker, Comcast. Agencies: Organic, Zentropy Partners, Tribal DDB, Domani Studios.

AWARDS

- 2019 **Gold W3 Award** · Mezu app, Mobile Apps/Sites: Finance
- 2012 **Interaction Design Award** · Pepsi Refresh Project, Best in Connecting
- 2011 **OMMA Award** · Pepsi Refresh Project, Best Integrated Online Campaign
- 2010 **Bronze Cyber Lion** · Pepsi Refresh Project, Best Digitally Driven Integrated Campaign
- 2010 **Art Directors Club** · Pepsi Refresh Project, Merit Award
- 2006 **New York Festivals** · Bronze World Medal, Nokia Nseries N80 Story
- 2006 **WebAward** · Nokia Nseries, Standard of Excellence

SKILLS

Brand strategy and identity · Product design, UX/UI · Creative direction · Team leadership and mentoring · Integrated campaigns · Film and photo production · Fintech and financial services

EDUCATION**University of Wisconsin-Stout**
Bachelor of Fine Arts, Graphic Design**Fachhochschule Hildesheim/Holzminden,**
Germany
Exchange program, Graphic Design