gary klein

www.garykleinstudio.com
gary@garykleinstudio.com
917 628 6017

Results-driven Interactive Creative Director with 15+ years experience leading design and development teams to successful launches of effective, innovative web and mobile apps and digital marketing initiatives. Actively looking for new opportunities. Successes include conception, development and implementation of large-scale site rollouts, redesigns, brand establishment, mobile strategies and high converting online marketing campaigns.

Creative Director, Acotel Interactive – New York, 2011 to present
Creative Director, Bucksense, Inc. – New York, 2015 to present

Lead and mentor teams of designers and front-end and app developers in creating captivating digital experiences across multiple platforms and technologies. Partner with product, marketing, business development and technology teams in the creation of engaging digital products and brands.

- Develop B2B, Ad Tech, social gaming, e-learning, social networking web and mobile sites, iOS, Android and hybrid apps and games with yearly revenues of over $100m
- Lead product conception and development from inception to delivery. Create and maintain brand and product identity and quality
- Responsible for staffing, resource allocation, creation and management of project timelines and deliverables. Establish and improve processes and best practices
- Lead international design and development teams and outsource resources across several locations

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

Creative oversight over web and mobile sites and apps for an international leader in digital entertainment. Established project plans, timelines and deliverables with business, marketing and operations team leaders. Engaged in product development activities 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 process improvements to enhance workflow, productivity and communication; ensure the continued quality of design concepts and execution
- 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.

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 and 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

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garykleinstudio.com – portfolio, case studies and resume
linkedin.com/in/garyklein – my LinkedIn profile
bucksense.com - a recent project
acotelinteractive.com – where I lead design, front-end and app development