

HAFIZ HUDA

Creative Director | Design Leader | Brand Architect

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PROFILE

Visionary **Creative Director** with 20+ years leading cross-functional teams to deliver **award-winning brand experiences**, integrated campaigns, and large-scale **digital marketing** initiatives. Proven success building and revitalizing brands across eCommerce, tech, and consumer sectors—at global giants like Amazon, high-growth startups like Velocity Global, and disruptive platforms like Zulily. Adept at marrying **brand strategy** with performance-driven design, I specialize in scaling in-house creative orgs, managing multi-disciplinary teams, and delivering measurable impact across web, social, experiential, and in-store. Passionate about crafting unified brand narratives that spark engagement and drive growth in today's fast-moving landscape.

WORK EXPERIENCE

Velocity Global | GROUP CREATIVE DIRECTOR

Feb 2023 – August 2024

- Managed a cross-functional team of copywriters, designers, art directors, video editors, and project managers to support demand generation, sales enablement, content development, brand strategy, paid social, ad campaigns, and partnership programs.
- Directed the rebrand launch in June 2023, encompassing a new website, brand campaign, visual design systems, revamped positioning, and thousands of collateral updates.
- Launched new company-wide dynamic style guides, empowering teams to develop content, enforcing brand-specific writing styles with limited copy and editing resources, and reducing bespoke requests by over 50%.
- Owned brand strategy and measurement, initiating the company's first brand health study across global markets focused on core customer personas. Aided Brand Awareness for Velocity Global grew significantly in the US by 17% to 41% in the EOR SaaS category in Q4 2023.

Zulily | EXECUTIVE CREATIVE DIRECTOR

May 2020 – November 2022

- Led the in-house Creative Org (185+ members) responsible for digital retail, brand marketing, photography, and editorial content across all marketing channels.
- Oversaw studio operations, including photography, post-production, and product copywriting, launching approximately 120 daily events and over 15,000 new SKUs weekly
- Led brand positioning and creative collateral for new business sales collateral for the Merchandising Org to expand our retail partner network.
- Championed the update to photo style guides and vendor photography guidelines to drive better brand consistency across the shopping experience. Reduce in-house volumes for Product Photography by more than 25% to support additional programs.
- Supported the improvement of outbound marketing performance through dozens of designs and creative content experiments, enabling new data to augment trigger email performance. Revenue increased 7% YoY to \$600M, driving 38% of total revenue.
- Rebranded Blowouts Program into the Warehouse Savings Spring Sale, reducing production time by 1,000+ hours annually—saving \$150K+ in creative costs and freeing resources for high-priority initiatives.

Amazon Go | GROUP CREATIVE DIRECTOR

December 2017 – January 2019

- Amazon Go is a new chain of convenience stores that offers a partially automated cashier-less shopping experience. The store features fresh-prepared foods from Amazon Kitchen and other private-label branded products.
- Led the brand design and prepared foods creative team, developing a cohesive brand and design language for customers and store associates.
- Managed brand expressions through in-store experiences, promotions, signage and wayfinding, marketing collateral, and advertising.
- Supported the expansion of Amazon Go from one location to over 13 stores across four markets.
- Launched new fresh-prepared food product lines and meal kits for Amazon Kitchen, including packaging design, in-store marketing kits, and digital campaigns for Amazon Go, Amazon Fresh, and Whole Foods.

Amazon Publishing | CREATIVE DIRECTOR, BRAND

June 2017 – December 2017

- Led creative execution for new content, products, and services at Amazon Publishing, including the launch of Amazon First Reads, driving traffic and enabling discovery, and growing worldwide units by +25% YoY.
- Supported go-to-market strategy for Amazon Publishing, driving engagement and growth in the book-lover community for Prime Members, reducing merchandising efforts, and increasing conversion rates by 10%

WORK EXPERIENCE (CONTINUED)

Amazon | GROUP CREATIVE DIRECTOR, NORTH AMERICA STORES November 2012 – June 2017

- I helped establish Amazon Creative Services (ACS), a global, internal creative agency supporting the North American Stores. My team focused on brand development, high-volume design production, UX, video, and photo art direction.
- Launched major brands and marketing initiatives such as Prime Music, Prime Now, and Kindle Unlimited.
- Recruited to expand the team's creative capabilities, including on-site graphics, global style guides, promotions, branding, social, custom photography, video content, and category expansion.
- Managed a team of 60+ designers, providing services for the US, Canada, Mexico, and Brazil. Launched Amazon Mexico and worked with local merchant teams to develop country-specific style guides and retail events.
- Traveled and trained the offshore design production team in Chennai, India, to expand their capabilities to increase production volumes by +37% YoY.

INFUZ | VP, EXECUTIVE CREATIVE DIRECTOR June 2009 – October 2012

- Led creative team in developing digital brand marketing, website design, and social media content for clients like Purina Tidy Cats, Charter Communications, and Reckitt Benckiser.
- Managed new business development and digital strategy, winning clients like CocoaVia and the St. Louis Science Center.
- Spearheaded integrated campaigns that drove consumer engagement and brand awareness across multiple digital platforms.
- Agency capabilities include branding, promotional campaigns, social media strategy, content development, visual design, and UX design.

Momentum Worldwide | DIGITAL CREATIVE DIRECTOR July 2007 – October 2012

- Led digital creative teams for Anheuser-Busch, Domino's Pizza, Monsanto, and New Balance, developing online brand strategies for various beer brands (Land Shark Lager, Bud Light, Bud Select, Michelob, Grolsch, and Rolling Rock).
- Oversaw national promotional programs for Domino's Pizza, integrating in-store and online initiatives such as The Dark Knight Vault in partnership with the Warner Bros. Dark Knight Returns film. With over 590k visitors, the average time in the vault was over 18 minutes through Pizza Tracker.
- Served as interim Director of Digital, consulted by the agency's senior leadership team on digital innovation and agency integration plans.

SKILLS

Design Leadership	Integrated Campaigns	GTM Launch Strategy	Motion Graphics
Brand Strategy	Copywriting	Retail Experiences	Video Editing
B2B Content Marketing	Advertising	E-Commerce	Agency Management
Digital Marketing	Social Media	Live Events	Creative Workflow Automation
Art Direction	Adobe Creative Suite	Figma	AI-Driven Concept Development

EDUCATION

Savannah College of Art and Design | BFA — *Summa Cum Laude* Savannah, GA

- Double major: Interactive Design + Motion Design



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