



Seattle, Washington
M: 314.484.4480
lostpear@gmail.com
www.hafizhuda.com

Executive Creative Director. Brand Strategist. Content Architect.

Group Creative Director @ Velocity Global

// Feb 2023 - August 2024

Head of the Brand Creative Team supporting company-wide initiatives such as demand generation, sales enablement, content development, brand strategy, paid social, and partnership programs. Managed a small team of cross-functional creatives comprised of copywriters, designers, art directors, video editors, and project managers. My team was critical in the rebrand launch in June 2023, including a new website, brand campaign, visual design systems, revamped positioning, and thousands of collateral updates. Owned brand strategy and measurement, launching the company's first brand health study across global markets focused on our core customer personas.

Executive Creative Director @ Zulily

// May 2020 - October 2022

Leader for the in-house Creative Org responsible for retail, brand, and editorial content spanning all marketing channels, bringing Zulily's brand experience to life. In addition to driving the marketing creative, I oversee studio operations comprised of photography, post-production, and product copywriting, which launches approximately 120 daily events along with over 15,000 new SKUs each week through a team of more than 165 persons. My core focus is evolving Zulily's brand story while scaling creative production to champion engaging retail content for current and new customers.

Group Creative Director @ Amazon Go

// January 2018 - June 2019

Head of creative for the brand design and prepared foods creative team. Beyond design team management, I focused on developing and maintaining a cohesive brand and design language for our customers and store associates. My team owned brand expressions through in-store experiences, promotions, signage and wayfinding, marketing collateral, and advertising. The brand team supported the program's growth from a single location to over 13 stores in four different markets. In addition, the Amazon Kitchen brand team focused on launching new fresh-prepared food product lines and meal kits. The work included packaging design, in-store marketing kits, and digital campaigns for Amazon Go, Amazon Fresh, and Whole Foods.

Creative Director, Brand @ Amazon Publishing

// May 2017 - December 2018

Supported the go-to-market strategy for new content, products, and services from Amazon Publishing. Rebranded and launched the Amazon First Reads program and This Week in Books, a digital publication for book lovers.

Group Creative Director, Amazon Store – NA @ Amazon.com

// November 2012 - May 2017

Group Creative Director for the North American retail division. Led a large design and creative team, launching multiple major brands and marketing initiatives such as Prime Music, Prime Now, and Kindle Unlimited. Recruited and hired to expand the team's creative capabilities. Services included on-site graphics, global style guides, promotions, branding, social, custom photography, video content, and store development. I managed a team of 60+ designers in the Seattle office, providing services for the US, Canada, Mexico, and Brazil.

Amazon Creative Services was the global, in-house marketing creative team that owned brand development, high-volume graphic production, copy/content, visual design, UX, video, and photography. We partnered with other Amazon teams to delight customers and drive engagement, leveraging internal insights and metrics to deliver cost-effective results and campaigns.

(continued)



Seattle, Washington
M: 314.484.4480
lostpear@gmail.com
www.hafizhuda.com

VP, Executive Creative Director @ Infuz

// June 2009 - October 2012

As leader of the creative team, I focused on driving unique digital experiences and crafting engaging branded content. Responsibilities include new business development, agency management, and digital strategy. Oversaw all aspects of the creative process and drove strategy and implementation methodologies for B2B and B2C clients.

Client work included branding, promotional campaigns, social media strategy, content development, visual design, UX consultation, and integrated campaigns.

Digital Creative Director @ Momentum Worldwide

// July 2007 - June 2009

Digital Creative Director dedicated to Anheuser-Busch, Domino's Pizza, Monsanto, and New Balance creative teams. Developed online brand strategy and digital marketing programs for American Express, Busch Gardens, Land Shark Lager, Bud Light, Bud Select, Michelob, Grolsch, and Rolling Rock.

Acted as the Brand and Integrated Creative Director for Domino's Pizza, overseeing national promotional programs that lived in-store and online. Recognized as a key leader within the agency to drive digital innovation and strategy. Served as an interim team director for senior leadership to develop a digital process and agency integration planning across business practices.

Interactive Creative Director @ Bandolier Group

// October 2005 - July 2007

Directed a small creative group and technical resources for online marketing programs and integrated campaigns. Developed partnerships with local and national agencies to provide digital services and marketing content for brands such as Budweiser, Bud Light, Grolsch, American Express Incentive Services, Buck Consultants, Verizon Wireless, UPS, and Micron.

Senior Interactive Art Director @ The Zipatoni Company [IPG]

// August 2001 - October 2005

Developed online and offline promotional marketing content for clients like Maytag, eBay, Motorola, Dreyer's/Edy's Ice Cream, Kinko's, Miller Brewing Co., Bacardi, and Diet Coke and acted as lead Flash animator and front-end developer on multiple projects for web, CD-ROMs, and video. Responsibilities included design, animation, compositing, copywriting, storyboarding, concepting, and music composition.

Additional Skills

Team Leadership / Recruiting
New Business Development / Client Relations
Copywriting / Proposal Writing
Agency Management + Integration + Org Design
Budgeting / Managing P&L / Project Management
UX / Information Architecture
Content Strategy + Annual Planning
Animatics / Prototypes / Storyboards

Education

Savannah College of Art and Design
Savannah, GA
BFA, Computer Art — Double major in
Interactive Design and Motion Design
Summa Cum Laude

Additional samples and references available upon request.