

# ALEXANDER HOYE

Portfolio [www.leisurepad.com](http://www.leisurepad.com)

## SUMMARY

I am an MBA Creative/Interactive Director with 15+ years experience specializing in systems/product design, campaign creative and branding, who is currently residing and working in the San Francisco Bay Area, California.

With a visual art background, a seasoned proficiency of strategy, UX, technology, and copywriting, and a hands-on style, I lead multi-disciplinary teams to deliver experiences that are human-centric by nature and have a clean and elegant design aesthetic. I love teaching/mentoring talent, bringing ideas to life, and fostering a highly collaborative work/play team culture. Accounts that I have led and/or worked on extensively include: Intel, Kia, Microsoft, Activision, Hyundai, Best Buy, ESPN, Sony, Toyota, and Visa.

## EXPERIENCE

### **Creative Director — *Sapient Razorfish***

2014 - Present | San Francisco, CA.

At SapientRazorfish in San Francisco, I am currently (since Spring 2015) leading the Intel account. My responsibilities include: communicating and evolving Intel's creative vision, leading and mentoring (15-20 person) multi-disciplinary teams, and pitching, designing and deploying a variety of work for Intel ranging from immersive cross-platform digital experiences to campaign-level initiatives and site-wide structural enhancements to their CMS-driven responsive platform.

Prior to Intel, I led the creative on the USANA account for 1.5 years, where I designed and built a health and fitness APP called the True Health Assessment. I also led creative initiatives that included campaign work and e-commerce user-flow optimization.

In addition to these accounts, I also contribute to other existing accounts such as Honda/Acura, Microsoft, and Toyota and worked on numerous pitches and new business initiatives including the Ultimate Fighting Championship (UFC), Dr. Pepper, Xbox One, Warner Brothers, Disney, Hampton Creek, AXA, HTC, and Farmers Insurance.

### **Creative Director — *Denuo***

2012 - 2014 | San Francisco, CA.

For 2 years (2012-2014) at Denuo, I was the creative lead for Kia Motors America. My responsibilities include establishing and evolving the creative vision, hiring and mentoring talent, and developing interdisciplinary communication among a vast team that included several off-shore groups. During this time, I oversaw creative initiatives including the launch of [kia.com](http://kia.com) which was one of the first responsively-designed sites in the automotive space. We migrated Kia from an antiquated flash framework to an HTML5 framework, which ensured a uniform experience for the user, while allowing for great opportunities with creative storytelling. We used this CMS platform to create experiences for a variety of high-profile vehicle including the K900, Soul EV, Optima Hybrid, Sorento and Sedona. In addition to maintaining [kia.com](http://kia.com) post launch, I also led the redesign for the Kia Owners site while overseeing [myuvo.com](http://myuvo.com).

Prior to my work with Kia, I led the creative direction for the Hyundai Owners site, which launched in 2012.

**Mentor / Advisor — Academy of Art, San Francisco**

2012 - 2015 | San Francisco, CA.

As an Mentor/Advisor in the Academy of Art University's graduate school program (MFA), I worked with students on their senior thesis projects and assisted in career development through the Directed Study program. In bi-weekly meetings, I provided guidance on their thesis projects and coached them in art direction, copywriting, and presentation skills.

**CD / ACD / Senior Art Director — Avenue A Razorfish**

2006 - 2012 | San Francisco CA.

As a Creative Director at Razorfish, I led the Activision account on game releases that include Bakugan Battle Brawlers, Skylanders, and Skylanders Giants. I also made significant creative contributions to the Call of Duty franchise with Modern Warfare, Modern Warfare II and Call of Duty: Black Ops. For Best Buy, I launched two successful online advertising campaigns, and for Sony, I led a large multi-disciplinary team with the sony.com website redesign. Additionally, I worked on a series of multi-award winning (11 in total) digital experiences for Intel that included Digital Drag Race, "Core" Microsite, and the Ultrabook Project.

As an ACD/Senior Art Director, I contributed to a number of projects at Avenue A. In 2008, I was a design lead for espn.com - a year-long effort that won numerous awards. In 2009, I was the design lead for visa.com, and created and launched their very first mobile site.

**EDUCATION****Santa Clara University Leavey School of Business: MBA**

2002-2006 | Santa Clara CA.

**RISD Rhode Island School of Design: BFA**

1991-1995 | Providence, RI.

**ACCOLADES**

Awwwards, Webby Awards, OMMA, WebAwards, Addy Awards, Art Directors Club, One Show, W3, Ad:Tech