

## About

I'm a multidisciplinary designer and creative director with 10+ years of experience in-house, agency-side, and freelance *building brands, creating global campaigns, and managing design teams* for industry leaders and passionate startups.

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\* *References available upon request*

## Experience

(2020-Now)  
Role

**Corey Upton Studio**  
Creative Director, Designer

## Description

**01. Ami (2022)** Brand identity, voice and tone, web design for a mental wellness platform based in the APAC region  
**02. Ground News (2021)** Brand identity, app, social, and web experience for the first news comparison platform  
**03. OnePlus (2020-2021)** Collaborated with the Chief Marketing Officer to establish an in-house agency at a fast-growing APAC company looking to expand markets to the US | Developed a network of external creative partners | Established the recruiting, interviewing, and creative briefing process | Co-led the first few in-house ad campaigns  
**04. Aceing Autism (2020)** Successfully developed a strategy to bring the AA tennis development program home during the pandemic | Brand identity, social, and print design for a nonprofit organization

(2017-2020)  
Role

**Vrbo | Homeaway**  
Creative Director

## Description

**01.** Led the rebranding efforts for a global company, a process that spanned two design teams, three freelancers, one external studio, and over 30 internal designers  
**02.** Launched a global TV campaign including teasers and video cut-downs for digital pre-roll  
**03.** Built a network of agencies and freelance creative professionals to support marketing efforts  
**04.** Collaborated closely with cross-functional teams to ensure consistent branding and messaging across channels  
**05.** Keynote speaker for events featuring the brand's new identity and creative direction

## Clients

**01.** Adult Swim **02.** Cartoon Network **03.** Chipotle  
**04.** Comcast **05.** Fortnite **06.** iHeartRadio **07.** Klondike  
**08.** Lipton **09.** New York Yankees **10.** OnePlus  
**11.** Popsicle **12.** Stoli **13.** Verizon **14.** VICE **15.** Vrbo

## Education

(2007-2010)

**Marshall University**  
B.A., Advertising & Graphic Design

(2015-2017)  
Role

**VICE Media | Carrot Creative**  
Sr Designer, Associate Design Director

## Description

**01.** Design and art direction lead for social, digital, email, print, experiential, TV, and OOH campaigns  
**02.** Managed and mentored design team, fostering a no ego, collaborative, and growth-oriented environment  
**03.** Helped scale the design team from 9-18  
**04.** Liaison between creative and design teams to ensure effective communication, collaboration, and better work

(2012-2015)  
Role

**iHeartRadio**  
Designer

## Description

**01.** Logo design, web design, digital, email, and social asset design for iHeartRadio's major events, contests, and 1000+ radio stations  
**02.** Develop in-app ad campaigns for existing partners and new business pitches  
**03.** Art direction, print, and production for iHeartRadio, iHeartMedia, and partner events including the iHR Music Festival, CES, and SXSW

(2011-2012)  
Role

**Berlin Cameron**  
Production Designer

## Description

**01.** Design, retouch, and prepare final artwork for print, packaging, and digital creative outputs  
**02.** Concept, sketch, and comp assets for presentations and new business pitches

## Skills

**01.** Art Direction **02.** Brand Identity **03.** Brand Systems  
**04.** Digital Content **05.** Digital Product **06.** Experiential  
**07.** Motion **08.** Packaging **09.** Retouching **10.** Social Content

(Spring 2010)

**University of Central Lancashire**  
B.A., Graphic Design