

Aaron Cacali

CREATIVE DIRECTOR + DESIGN LEADER

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About Me

I've built my career at the intersection of brand building and digital product design. Over the past 25 years, I've recruited, managed, and mentored creative and UX/UI design teams, run creative departments, led national and global accounts for iconic brands, and forged strong relationships at every level. I measure my success by the success of my clients and my team. And I'm just as comfortable rolling up my sleeves and getting hands-on as I am with guiding the work of others.

Founder / Creative Director + Design Lead

Blue Train | Austin, TX
January, 2021 – Present

- Providing creative direction, UX/UI design, and digital design consulting services, both directly to brands as well as through agencies to their clients.
- Strategically assisting businesses to optimize their marketing programs and customer experiences by creating user-center design solutions and improving their current digital products.

Group Creative Director

T3 | Austin, TX
August, 2015 – January, 2021

- Creative lead for UPS, the agency's largest account, directing teams across three offices in brand building, web design, digital product design, social media campaigns, customer experience, and content creation. Managed a 12 person creative team and helped grow the account to eight figures.
- Pitched, won, and then led the Waste Management account, directing brand-building work including TV spots, print materials, event marketing, photo shoots, and online marketing campaigns, as well as UX enhancements to the online customer acquisition process and a redesign of wm.com.
- Led digital product design projects for Home Depot, IHG, and Ingram Micro.

Associate Creative Director

SapientNitro | Chicago, IL
August, 2014 – August, 2015

- Design lead for the multi-million dollar Taj Hotel Group website redesign, directing an international team of a dozen UX and visual designers and content strategists while playing a leading role in managing and strengthening the client relationship.
- Took over and turned around a struggling multi-million dollar initiative for the Abbott global consumer brand launch, transforming it into a successful, ongoing marketing program for the business.
- Managed creative, design, and UX teams for the John Deere, DeVry University, and Chrysler Mopar accounts. Led agency pitches and conceptual engagements.

Associate Creative Director

Razorfish | Austin, TX & Chicago, IL
April, 2012 – July, 2014

- Creative lead for key digital components of the Samsung Galaxy S III campaign, Samsung's largest-ever U.S. product launch, which earned an Effie Award. Directed and managed the efforts of dozens of designers, developers, writers, and motion graphics professionals to launch five multi-million dollar projects in six weeks.
- Led UX, visual design and content development teams in redesign projects for Essilor and the Government of Mexico. Oversaw user research and customer experience enhancements for U.S. Cellular.
- Managed social media creative and online advertising for Kellogg's brands. Led and contributed to numerous new business pitches and ideation engagements.

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Creative Director

Brunner | Pittsburgh, PA
June 2008 - April, 2012

- Responsible for the overall excellence of digital work across the agency, including web design, mobile, product design, online video, social media, email marketing, online advertising, and interactive exhibits and installations. Assigned and managed teams on more than a dozen accounts at a time.
- Responsible for hiring, managing, and developing creative staff across offices in three cities. Collaborated closely with account leadership to shape account strategy, then directed teams to deliver against those strategies.
- Forged and grew trusted relationships with clients and senior business leaders. Played a consistent, key role in new business wins, gaining new regional, national and global AOR accounts, and projects.

Associate Creative Director, Manager, Experience Design

Brunner | Pittsburgh, PA
March 2006 - June, 2008

- Creative, design and UX lead on multiple accounts, overseeing numerous concurrent projects.
- Built a strong, award-winning team of digital specialists through recruitment, management, and growth of key UX and UI design talent.
- Improved collaboration with account management and guided project teams in creative and UX best practices.

From **1996-2006** I held Visual Designer, Art Director, and Senior Art Director positions in the digital practice at BRUNNER.

Education

University of Wisconsin - Madison

1992 - 1996

Bachelors of Science, Journalism/Advertising

Bachelors of Science, English