



FASSY VEITH

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SUMMARY

Emmy Award Winning Creative Leader with over 15 years of hands-on experience crafting innovative user centered experiences. Dedicated to excellence, being the ultimate brand advocate and providing clear creative vision to multi-disciplinary teams. Strategic thinker with ability to formulate big picture concepts as well as hone in on small details. Energetic, warm and inspiring leadership style committed to cultivating a positive team culture.

Creative Strategy | Art Direction | UI/UX Product Design
Prototyping | Motion Design Direction | Team Building

PROFESSIONAL EXPERIENCE

ICONIC GROUP : ATLANTA, GA

2017-Present

VP/Executive Creative Director: User Experience and Creative Strategy

Lead the user experience, creative direction and production across all Iconic Group brands, for both digital platforms and traditional marketing. Manage and build a team of passionate creatives across multiple disciplines. Develop design guidelines and direct creative work for internal staff and external agencies.

- Partnered with Kendra Scott to launch a modern class jewelry collection customized to over 500 schools. Delivered a co-branded marketing campaign across web, email and social media and updated the user interface online to streamline personalization.
- Rebranded GradImages creating a fresh, modern 21st century tone for the new look and feel. Developed design system that was translated across our email and digital marketing campaigns, mobile web experiences and print collateral.
- Cleaned up Balfour.com navigation and user interface to more efficiently drive traffic through the website and increase access to core products. Applied best ux practices to the global navigation, product listing pages, shopping cart and checkout flow.
- Innovated and directed a new video product for runners to share on social media platforms. Videos are dynamically built and generated using event photos and individual runner's data.

CARTOON NETWORK | BOOMERANG : ATLANTA, GA

2001-2017

Design Director: Content

Directed engaging video and game products for show branded content delivery. Oversaw all aspects of the product design process from conception to launch across responsive web sites, mobile applications and TV. Managed creative staff and built relationships with internal and external partners.

- Executed a future of television strategy for the Cartoon Network app that combined best practices from linear broadcast media and the personalization of video on demand, earning industry acclaim and a Creative Arts Emmy Award.
- Introduced the use of prototyping and quick mockups for design and development reviews, stakeholder approvals and research testing during the swift and high-profile launch of the Boomerang Subscription Video on Demand OTT app.

- Conceived and defined distinct templates of micro-content for the launch of The Cartoon Network Anything App. Enabled dedicated teams to make over 400+ pieces of content for launch with bi-weekly sprints of 50+ new pieces.
 - Collaborated with creative teams at Cartoon Network Studios to launch the Lego Mixels franchise. Directed the design team to create an exploratory online and mobile web experience using original animation and game mechanics to attract new audience.
 - Created a compelling user experience and visual design strategy for a profile and game achievement eco-system on CartoonNetwork.com increasing user engagement and game play by 50% and earning over 1 million badges in under 6 months.
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PLATFORMS / DESIGN TOOLS

Responsive Web | Ecommerce | IOS | Android | Apple TV | Adobe Creative Suite | Sketch | InVision

EDUCATION / TRAINING

Bachelor of Fine Arts, Communication Art with an emphasis in Illustration

The Atlanta College of Art, Atlanta, GA.

Associate of Arts

The Florida State University, Tallahassee, FL.

Academy of Television Arts & Sciences 2017: Member

WICT Women in Cable Television 2014: Leadership Conference

AWARDS / HONORS

AVA Digital Awards 2021: Gold Winner - Balfour and Kendra Scott Class Jewelry Launch Campaign

Indigo Design Awards 2021: Bronze Winner - Balfour and Kendra Scott Class Jewelry Launch Campaign

GDUSA American InHouse Design Awards 2019: Winner GradImages Rebrand / GradImages Website

W³ Award Silver Winners 2019: GradImages.com Website Shopping

Creative Arts Emmy Awards 2016: Visual Design and User Experience - Cartoon Network App

Kidscreen Best Streaming Video Platform 2016: Cartoon Network App

FAST COMPANY the Most Innovative Companies of 2016: Cartoon Network

iKids Best Smartphone Game App 2015: Cartoon Network Anything

Google Play's Best Apps of 2014: Cartoon Network Anything

Creative Arts Emmy Awards Nomination 2014: Visual Design and UX - Watch and Play App

Patent US# 9438959 B2 granted 2012: Watch and Play App
