



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 for the entertainment industry. Branded content delivery using fluid storytelling narratives across digital platforms and emerging technologies. 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

Oversee the creative strategy, user experience and visual execution across digital platforms and live events for three photo experience brands in the marathon, holiday and graduation markets.

- Conceived and directed a new video product offering for MarathonFoto. Using raceday course photos and individual custom data, a personalized video was dynamically built and generated within 24hrs to runners in the Peachtree Road Race on July 4, 2018.
- Directed activation experiences for MarathonFoto at four major race expos. The "Why We Run" campaign featured a community approach increasing user engagement and brand awareness.
- Streamlined and simplified the user flow for the checkout process on GradImages.com, improving purchase completions by 8% in the first month of implementation.
- Redesigned and modernized the look and feel of GradImages gifts and frames products, directed photoshoot and updated the user interface to display 360 views on mobile and desktop.

CARTOON NETWORK | BOOMERANG : ATLANTA, GA

2007-2017

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 applications, 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 result was clearer communication, faster approvals and speed to market for the project.

- 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

IOS | Android | Apple TV | Roku | Photoshop | Illustrator | InDesign

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

Toastmasters International 2002 - 2006: Competent Toastmaster

Tuner Professional Development Classes: Influential Leadership, Coaching Skills, Delegating for Success

AWARDS / HONORS

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

Cynopsis Digital Hall of Distinction Inductee 2015: Cartoon Network

Cynopsis Kids Imagination Awards 2015: Honorable Mention - Cartoon Network Anything

Cynopsis Kids Imagination Awards 2015: Honorable Mention- Mixels.com

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
