

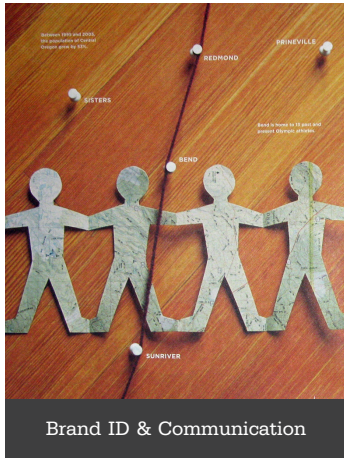


ANDY DÁVIDHÁZY

+01 (503) 360 3009
 andyd@mac.com
 @adavidhazy  
 www.davidhazy.com

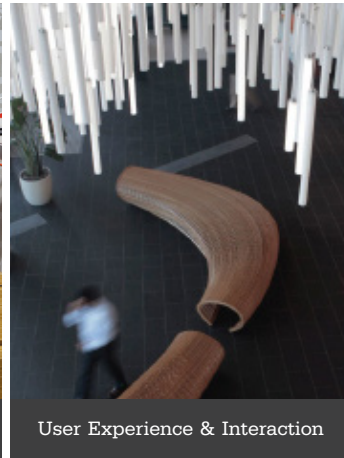
Toilet paper to packaging systems, sports stadiums to retail stores, customer service to ad campaigns, and logo marks to user interfaces. Though I have envisioned, designed and produced all kinds of things, the best part of my work is learning about the lives and needs of real people, then crafting an experience and story they care about. As a creative director, designer, coach or storyteller, I help executives and organizations deliver innovative products and branded experiences in an honest and meaningfully distinct way. I bring curiosity and process to unknowns, and believe hard work and bike riding are equally important.



Brand ID & Communication



Product, Service & Environment



User Experience & Interaction



Visual Storytelling

The best part of my work is learning about the lives and needs of real people.

Brand Consultant,
 Creative Director, Storyteller
 2016 - Current
 Austin & Budapest

Brand and creative consulting for agencies and organizations, and Creative Director in residence for Ziba Design doing product and experience innovation work. Focus on design research and problem solving; facilitating leadership worksessions; brand experience and storytelling across all consumer and user touch points; and developing photo documentary projects about the human condition.

Chief Creative Officer
 SpotMe & Phobio
 2012 - 16 / Chicago & Austin

Similar corporate positions in software services focused on mobile communications and the meetings and events industry. Served on executive leadership team and was managing director responsible for brand and marketing goals, staffing and budgets, and the innovation of future products and services.

Creative Director
 Downstream
 2012 - 13 / Portland

Managing director of creative group of 20-25. Led agency business development efforts and key projects including the branding of major sports franchises in Canada, fan experience and exhibits for UW and Edmonton Oilers, and briefing centers for AT&T and Boeing Space & Defense.

Creative Director
 Ziba Design
 2007 - 10 / Portland

Led projects and teams at this design innovation firm. Specialized in brand ID, packaging systems, product design, and holistic experience programs that embody artifacts, interactions, environments, services and communications. Key projects for P&G, Rubbermaid, GE Healthcare and Li-Ning in China.

Sr. Design Director
 Hornall Anderson/Omnicom
 2004 - 05 / Seattle

Led the design, strategy and client relationships for accounts including Weyerhaeuser, Ciena and Intel. I specialized in brand strategy, identity, packaging and environment design projects. Was a hands-on contributor to and leader of collaborative teams from pitch to scope, design and production.

Exec. Creative Director
 Pearson Branded
 2001 - 03 / San Francisco

Responsible for building and training a more creative and effective team of 30-40 designers, writers, strategists and project managers. Led business development and key accounts in Silicon Valley tech sector, overseeing our agency's culture and processes, and the design of and move into new offices.

Exec. Creative Director
 USWeb/CKS (marchFIRST)
 1999 - 2001 / San Francisco

Started in the San Francisco office of this global branding agency before promotion to ECD of the Southeast Brand Building practice in Atlanta. Managed a multi-disciplined dept of more than 75 staff through challenging business shifts. Led new business and key accounts for Disney, Apple and Zurich.

Studied industrial design and photography at the Rochester Institute of Technology. Started as a draftsman, theatre set designer, graphic designer and web developer. I'm an avid long-distance hiker and cyclist, and hold dual citizenship in the USA and Hungary (EU).