

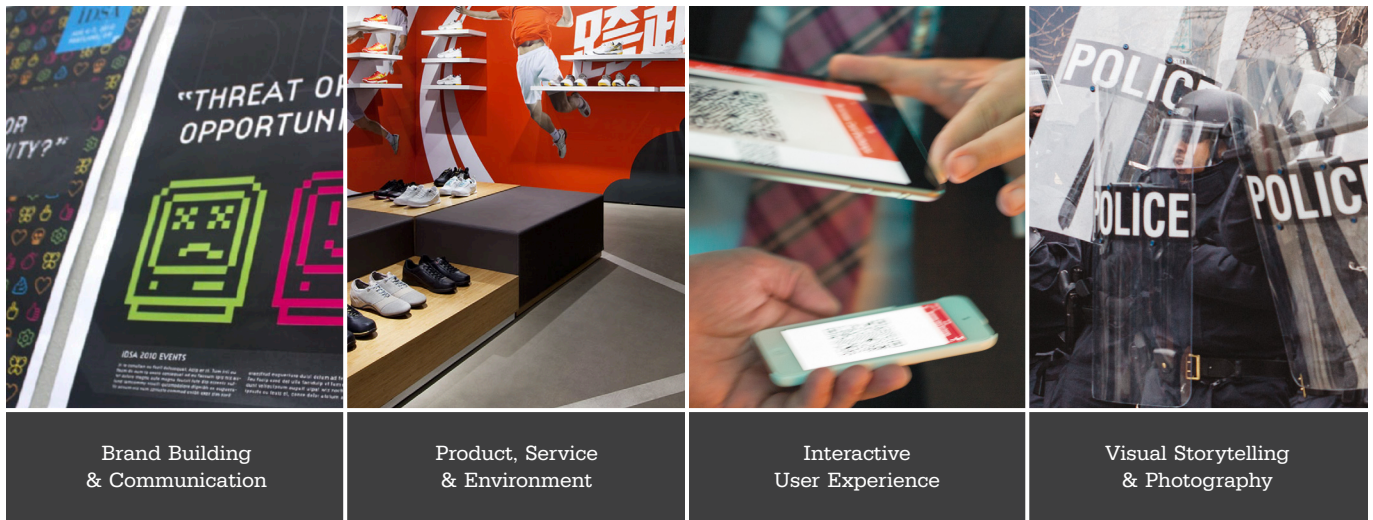


# ANDY DÁVIDHÁZY

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My passion and strength lies in understanding the lives and needs of real people and crafting experiences and stories they love. As a creative director and design strategist, I help executives and organizations connect with their audience, make good decisions and execute in an authentic and meaningfully distinct way. I bring curiosity and process to unknowns, and a thoughtful intensity to small details and the big picture alike. My project work focuses on brand building and communications; interactive user experience; packaging and identity systems; product innovation and problem solving; and integrated guest experiences with physical and digital artifacts, services and environments.



Brand & Design Consultant  
2015 - Current  
Austin & Budapest

Creative direction, design strategy and storytelling for agencies and organizations, including Sotheby's, Ziba Design, P&G and Medair. Focus is on product and user experience innovation; strategic planning and research; and integrated communication programs. Additionally, I pursue research and storytelling projects about interesting people and events, including the 2011 Egyptian revolution, 2600 miles on the Pacific Crest Trail, and civilian life and relief work in post-ISIS Iraq.

Chief Creative Officer  
SpotMe  
2012 - 14 / Chicago & Suisse

Swiss-based hardware and software services company for the meetings and events industry. Maintained a close collaboration with the CEO. Responsible for building brand equity, advising the UX design of our products, and developing new solutions and revenue opportunities.

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.

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

Took a hands-on role in the design, strategy and client relationships for accounts including Weyerhaeuser, Ciena and Intel. I specialized in brand strategy, identity, packaging, UX and environment design projects.

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

Responsible for building and training a more capable multi-disciplined team of 30+ 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 build out of new offices.

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

Started in the San Francisco office of this global branding and interactive agency. Promoted to ECD for Southeast Brand Building practice in Atlanta. Managed a multi-disciplined dept of 75+ staff amid a challenging economy, and led new business and key accounts for Disney, Apple and Zurich.

My education and early career started in industrial design, graphic design and web development. I'm an avid cyclist and long-distance hiker, have lived and worked in different parts of the world, and hold dual citizenship in the USA and Hungary (EU).