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## Creative Director. Brand Strategist. Content Architect.

### Group Creative Director @ Amazon Go

// January 2018 - June 2019

Amazon Go is a new kind of store with no checkout required. I led the Brand Design team for Amazon Go and our food brand group. Beyond design team management, my focus was on developing and maintaining a cohesive brand and design language for our customers and store associates. My team owned brand expressions through in-store experiences, promotions, signage and wayfinding, marketing collateral, and advertising. The brand team supported the growth of the program from a single location to over 12 stores in four different markets.

The other team I managed focused on food branding and launching new fresh-prepared food product lines and meal kits. Our work encompassed packaging design, in-store marketing kits, and digital campaigns for Amazon Go, Amazon Fresh, and Whole Foods.

### Creative Director, Brand @ Amazon Publishing

// May 2017 - January 2018

Owned creative execution, supporting the go-to-market strategy for new content, products, and services from Amazon Publishing, the full-service publishing arm of Amazon. Rebranded and launched the *Amazon First Reads* program and *This Week in Books*, a digital publication for book lovers.

### Group Creative Director, Retail – North America @ Amazon.com

// November 2012 - May 2017

Group Creative Director for North America retail for Amazon.com. Led a large design team, launching multiple major brands and marketing initiatives such as Prime Music, Prime Now, and Kindle Unlimited. Recruited and hired to expand the team's creative capabilities to expand the in-house agency offerings. The nature of the creative contribution from Amazon Creative Services runs the gamut: on-site graphics, global style guides, promotions, branding, social, custom photography, video content, and store development. Managed a team of 60+ designers in the Seattle office, providing services for the US, Canada, Mexico, and Brazil.

ACS is a global, internal marketing agency. Brand development to high-volume content production, with studio capabilities in design, UX, video, and photography. We partnered with Amazon businesses to delight customers and drive engagement, leveraging internal insights and metrics to deliver cost-effective results.

### VP, Executive Creative Director @ Infuz

// June 2009 - October 2012

Creative leader devoted to driving innovations and crafting brand narratives that initiate relevant consumer experiences through digital mediums. Responsibilities include new business development, creative team management, and digital strategy. Oversaw all aspects of the creative process and drove strategy and implementation methodologies for B2B and B2C clients.

Project focus includes branding, promotional campaigns, social media strategy, content development, visual design, UX consultation, and integrated campaigns.

### Digital Creative Director @ Momentum Worldwide

// July 2007 - June 2009

Digital Creative Director dedicated to Anheuser-Busch, Domino's Pizza, Monsanto and New Balance creative teams. Developed online brand strategy and digital marketing

(continued)



programs for American Express, Busch Gardens, Land Shark Lager, Bud Light, Bud Select, Michelob, Grolsch, and Rolling Rock.

Acted as the Brand and Integrated Creative Director for Domino's Pizza, overseeing national promotional programs that lived in-store and online.

Recognized as a key leader within the agency to drive digital innovation and strategy. Served as an interim team director for senior leadership to develop a digital process and agency integration planning across business practices.

### **Interactive Creative Director @ Bandolier Group**

// October 2005 - July 2007

Directed a small creative group and technical resources for online marketing programs and integrated campaigns. Developed partnerships with local and national agencies to sell in work and digital solutions for brands such as Budweiser, Bud Light, Grolsch, American Express Incentive Services, Buck Consultants, Verizon Wireless, UPS, and Micron.

### **Senior Interactive Art Director @ The Zipatoni Company [IPG]**

// August 2001 - October 2005

Developed online and offline promotional marketing content for clients such as Maytag, eBay, Motorola, Dreyer's/Edy's Ice Cream, Kinko's, Miller Brewing Co., Bacardi, and Diet Coke. Lead Flash animator and front-end developer on multiple projects for web, CD-ROMs, and video. Responsibilities included design, animation, compositing, copywriting, storyboarding, concepting, and music composition.

### **Art Director @ Ask Jeeves, Inc. / Evergreen Project, Inc.**

// June 1998 - January 2000

Handled design, front-end development, and Flash animation for online curriculum for elementary schools. Oversaw the design and production for all marketing and collateral materials. Worked with teams composed of educators, writers, developers, and filmmakers to produce a multimedia program featuring videos, online cartoons, and classroom workbooks.

## Education

**Savannah College of Art and Design**, Savannah, GA

BFA, Computer Art

Concentrations in Interactive Design and Motion Design; *Summa Cum Laude*

## Additional Skills

Team Leadership  
Client Relations  
New Business Development  
Copywriting / Proposal Writing  
Agency Management + Integration  
Budgeting / Project Management  
UX / Information Architecture  
Content Strategy + Planning  
Animatics / Prototypes / Storyboards

*Additional samples and references available upon request.*

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