



## FASSY VEITH

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## SUMMARY

Emmy Award Winning Creative Leader with over 20 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 | User Testing | Wireframes | Manage & Mentor

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## PROFESSIONAL EXPERIENCE

BALFOUR & CO. (FORMERLY ICONIC GROUP): ATLANTA, GA

2017-Present

### VP/Executive Creative Director: User Experience and Creative Strategy

Lead the user experience, creative direction and design production across digital and marketing platforms for Balfour & Co. brands. Manage and build a team of passionate designers spanning multiple disciplines. Collaborate with cross-functional teams to create innovative products.

- Partnered with Kendra Scott to launch a modern class jewelry collection customized to over 1000 schools. Delivered a co-branded 360 marketing campaign and improved the online user interface to streamline personalization for faster completion time and live rendering.
- Redesigned Balfour.com's e-commerce website applying best UI and UX practices to the global navigation, product listings, product detail, shopping cart and checkout flow to more efficiently drive traffic through the website and access to core products.
- Rebranded GradImages creating a fresh, modern 21st century tone. Created a design system that was translated across digital marketing campaigns, web experiences, print collateral and events.
- Defined budget conscious testing plan, created scripts and moderated 6 in-person focus groups sessions with parents and students to gather quantitative and qualitative data for Balfour.com's navigation redesign.
- Led a team of UX/UI designers to create a self service design portal for our college and high school account managers, increasing design output for our clients and reducing production time by 20%.
- Conceived and directed a new product offering for MarathonFoto, a personalized race video showcasing a runner's journey through course photos and custom data. Implemented to over 60,000 marathon runners in New York, London and the Peachtree Road Race.

CARTOON NETWORK | BOOMERANG: ATLANTA, GA

2001-2017

### Design Director

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.

## PLATFORMS / DESIGN TOOLS

Responsive Web | E-commerce | Television | IOS | Android | Adobe Creative Suite  
 Sketch | InVision | Figma | Maze

## 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.

## 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  
 W<sup>3</sup> 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