



Hakarl Bee, Creative Director

Award-winning creative leader, creator, and explorer bringing digital innovation to Fortune 100 brands. My passion for branding and technology allows me to create meaningful user experiences that push digital boundaries and resonate well beyond the touchpoint. A team player at heart, I thrive when leading cross-disciplinary teams, co-creating with peers, and partnering with clients.

EXPERIENCE

RAIN, New York

Creative Director, 2018–present

I work closely with strategists, designers, and engineers to develop **innovative Voice AI user experiences for Fortune 100 brands**. I conceptualize, create and oversee the deployment of **virtual assistants, bespoke brand experiences**, and **voice commerce**, and develop **multi-modal design systems** for their implementation across mainstream platforms (Google Assistant, Amazon Alexa), products and ecosystems.

Clients include: Nike, Amazon, Google, Nestle, Stanley Black & Decker, GAF, Danone, and Game Show Network

ERGO Interactive, New York

Executive Creative Director, 2017–2018

I spearheaded the development of **hyper-personalized life cycle programs** and **award-winning campaigns** for American Express, **reaching 15 million users every month**.

RAPP, New York

Group Creative Director, 2015–2017

As the creative lead of RAPP's flagship office, I oversaw **global and national accounts totaling over \$20 million in revenue per year**. I defined the creative vision, strategy, and general direction for client work ranging from **data-driven integrated campaigns to CRM programs**. In addition, I managed a blended team of 30+ employees and introduced in-house programs to streamline internal processes, elevate the quality of work, and **reduce turnover rates by over 50%** within my first year.

Clients include: SAP, Hewlett Packard Enterprise, Spectrum, Visa, Pfizer, and American Family Insurance

Rosetta (Razorfish Global), New York

Group Creative Director | Associate Partner, 2012–2015

I served as the department leader developing **e-commerce sites, owned & paid media campaigns, corporate identities, and mobile apps** for some of the best-known brands today. I built strong client relationships, ensured continued growth, and played a crucial role in **winning new accounts from AT&T to Marriott and Tracfone**. I led blended teams across six offices locations from ideation to implementation.

Clients include: IBM, Panasonic, Lenovo, VF Corp (Wrangler, Lee, etc), Beiersdorf, Charles Schwab, JPMorgan Chase, and Wyndham Hotels

Boombbox Inc., New York

Creative Director, 2010–2012

I created **social media campaigns** and **multi-channel marketing programs**, often **surpassing projected response rates by over 200%**. I doubled the size of my cross-disciplinary team from 10 to 20, elevated the quality of work, and significantly increased profit margins.

Clients include: American Express, Johnson & Johnson, Delta Airlines, and Facebook

Digitas, New York

Associate Creative Director, 2008–2010

I designed American Express' first centralized online card acquisition experience for card members and prospects, which **increased conversion rates by up to 300%** for single card products.

Lippincott, New York

Senior Associate, 2007–2008

As the first interaction designer to join their newly established digital brand discipline, I worked across teams to develop **brand identity systems for interactive media and motion graphics**. In addition, I built **online brand centers and training kits** for clients from Samsung to Walmart, Comcast, Nokia, and Delta Airlines

CONTACT

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EXPERTISE

Voice AI
Interaction Design
Branding
E-Commerce
CRM
Marketing
App & Product Design
Video & Motion Design
Print

SOFTWARE

Adobe CS 2021,
Sketch, Figma, inVision

EDUCATION

MFA Interactive Media
(Dean's List)
Pratt Institute, NYC

BFA Visual Communication
Wilhelms Universitaet,
Muenster (Germany)