



William Noble

Creative Director

I am a seasoned Creative Director with a track record of transforming creative visions into unparalleled success stories for over 18 years. My strategic work ethic and design expertise converge to elevate brands to new heights. I thrive on delivering results that go beyond expectations, turning challenges into opportunities for triumph.

My mantra: Speak it, believe it, receive it.

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Education

Art Institute of Phila 2002–2006

Bachelor of Science **3.8 GPA**
Media Art & Animation

Skills

- Team leadership
- Marketing strategy
- Sales funnels
- Campaign design & strategy
- Video production
- Ai & Generative Design
- Key art & conceptual design
- Web /app software ui & ux

Experience

CutiLabs, 2021–2023

Creative Director

Spearheaded the branding, design & marketing initiative for a startup health and wellness brand. Responsible for the development of the 9 Element Essentials Hair Test Product. Key roles were to provide leadership and direction to a multi-disciplined team, develop the packaging, marketing, website & social media campaigns from the ground up.

Evoke Kyne, 2018–2021

Creative Director

Managed B2C production development for a robust media portfolio servicing leading pharmaceutical & biotech companies. Web & video campaign development and multiple channel ad campaigns for social media. Accounts serviced: AstraZenica, Pfizer, Johnson & Johnson.

Fanatics, 2014–2018

Associate Creative Director

Responsible for the ecommerce design & marketing campaign concepts and creation for NFLShop.com. Provided key leadership and direction for a team of 15 graphic & web designers. Additional responsibilities include B2C advertising for brand awareness initiatives and team specific products.