

# CURTIS WIENS

## SENIOR CREATIVE DESIGNER | BRAND, PERFORMANCE & VISUAL SYSTEMS

Novato, CA | [curtiswiensresume@gmail.com](mailto:curtiswiensresume@gmail.com) | [cwiens.com](http://cwiens.com)

### PROFESSIONAL SUMMARY

Senior multidisciplinary designer with 15+ years of experience across brand, marketing, digital advertising, motion, and interactive work. Combines strong concept development and visual craft with hands-on execution across campaigns, digital experiences, content, templates, and production workflows. Uses generative AI throughout current creative work to explore ideas, speed production, and produce more ambitious work without sacrificing quality.

### CORE EXPERTISE

- Generative AI & AI-Assisted Production
- Creative Strategy & Business Problem Solving
- Art Direction & Visual Systems
- Integrated Brand & Campaign Experiences
- Motion & Visual Storytelling
- Digital & Interactive Experience Design
- Performance Creative & Experimentation
- Creative Production Systems & Workflows

### TOOLS & TECHNOLOGY

- **Design:** Adobe Creative Cloud, Figma
- **Video & Motion:** After Effects, Premiere Pro, Audition, Final Cut Pro
- **Interactive:** HTML5, GSAP, Three.js
- **Generative AI:** Photoshop Generative Fill, Adobe Firefly, Midjourney, Veo, Nano Banana, ChatGPT, Claude
- **AI Production:** Weavy; inpainting, upscaling, asset extension, background replacement, retouching, compositing
- **Collaboration & Workflow:** Frame.io, Microsoft Teams, Slack, Basecamp, Google Workspace
- **Learning:** Articulate Storyline, Learning Management Systems (LMS)

### PROFESSIONAL EXPERIENCE

#### Senior Marketing Designer / Creative Consultant

Various Clients | Novato, CA | 2023 - Present

- Create digital ads, marketing posts, and website content across static, motion, video, and interactive formats, using AI throughout the process for brainstorming, research, writing, storyboarding, design exploration, asset creation, and rapid iteration from concept through final production.
- Build reusable templates, components, and client-specific AI projects using brand kits that include each client's brand voice, products, logos, fonts, references, and source material, keeping AI-generated work aligned with each brand.
- Use generative AI production tools for inpainting, upscaling, asset extension, background replacement, retouching, compositing, and rapid variant production, with final cleanup and integration in Photoshop and After Effects.
- Built a custom Social Media Organic Post Planner that uses brand and content context to help generate organic post ideas and drafts.
- Build brands end to end across visual identity, products, memberships, marketing, e-commerce, customer communications, presentations, and content; helped one client grow from no online revenue to a six-figure digital business.
- Helped develop and launch the Winfinite brand, creating branding and social advertising as the product grew from zero users to hundreds in days.

## **Lead Performance Marketing Designer**

Atlassian | San Francisco, CA | Apr 2020 - Jul 2023

- Led concepts and visual execution for global SaaS performance campaigns, translating technical product stories into clear static, motion, video, responsive display, HTML5, social, YouTube, and OTT creative while extending Atlassian brand standards across channels.
- Built a Figma and Google Sheets localization and versioning system that improved consistency and production efficiency for multilingual campaign rollouts.
- Designed motion and video work in After Effects and Premiere, and created custom HTML5 ads with GSAP.
- Produced and adapted high-volume campaign variants across formats and markets, using channel requirements and creative feedback to refine the work.

## **Senior eLearning Designer / Developer**

Sephora | San Francisco, CA | Jan 2017 - Apr 2020

- Designed and developed branded digital learning and product-education experiences for approximately 15,000 learners across 500 North American stores, including simulations, motion graphics, video, animated interfaces, and custom interactive content.
- Translated product, retail, operational, and customer-experience concepts into intuitive visual narratives, simulations, motion, and interaction patterns that made complex material easier to understand and use.
- Partnered with instructional designers, subject-matter experts, store managers, business analysts, engineers, and stakeholders to develop concepts, verify accuracy, and improve the work using learner and field feedback.
- Developed custom HTML5 learning components and partnered with engineers on a video player designed for constrained store technology.

## **Senior Designer / Developer**

Shutterfly | Redwood City, CA | Jan 2012 - Jan 2017

- Designed hundreds of digital campaign assets across product, promotional, and seasonal programs, including custom HTML5 ads, animation, typography, image treatments, and high-volume production variants.
- Created a dynamic HTML5 ad system that aligned promotional offers with the site, reducing the need to rebuild and traffic ads for every promotional change and giving marketing teams more control over urgency and timing.
- Partnered with marketers, developers, and photography teams on asset preparation, handoffs, and visual consistency across large multi-format campaigns.
- Balanced brand standards, motion craft, technical constraints, and rapid retail timelines while producing work that reached billions of impressions and contributed to millions in revenue.

## **EDUCATION & TRAINING**

- Associate of Arts, West Valley College
- Waldorf Teacher Training Certificate, Steiner College