

CURTIS WIENS

Novato, CA

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Portfolio: <https://curtwork.com>

PROFESSIONAL SUMMARY

Senior Marketing Designer with over a decade of experience creating high-performing, platform-native ad creative for global brands including Atlassian, Sephora, Shutterfly, and Salesforce. Deep expertise in performance marketing, creative testing, and the production of Meta, YouTube, LinkedIn, and OTT ad creative that balances brand integrity with measurable performance outcomes. In independent work, creates generative AI imagery and variants for paid advertising while maintaining strong human-led creative direction, brand consistency, and testing discipline. Trusted partner to growth, brand, and engineering teams, known for clarity, craft, and execution under pressure.

CORE SKILLS

- Performance Marketing Creative (Meta, YouTube, LinkedIn, OTT)
- Generative AI Ad Creative (Midjourney, Adobe Firefly, Google AI Studio)
- Static Image Ads, Carousels, Video, GIFs, HTML5
- Motion Design and Video for Paid Media
- Creative Testing, Iteration, and Optimization
- Adobe Creative Suite (Photoshop, Illustrator, After Effects)
- Figma and GSAP
- HTML, CSS, and JavaScript for Marketing and Interactive Experiences
- Creative Systems and Scalable Production Workflows
- Cross-Functional Collaboration (Growth, Brand, Engineering)

PROFESSIONAL EXPERIENCE

Senior Marketing Designer / Creative Consultant (Freelance)

Various Clients | 2023 – Present

- Designed and executed performance-driven marketing campaigns for wellness, education, and service-based businesses, increasing leads and conversions by 20–50%.
- Produced paid social and video ad creative optimized for Meta and other digital platforms, balancing clarity, storytelling, and conversion goals.
- Created generative AI imagery and visual variants for ad content using Midjourney, Adobe Firefly, and Google AI Studio to support rapid creative testing and iteration.
- Designed and built interactive marketing experiences using HTML, CSS, and JavaScript to support campaign messaging, user flow, and conversion.
- Delivered branded instructional, educational, and eLearning content used in marketing and onboarding contexts.
- Partnered directly with founders and marketers to translate business goals into clear creative direction and effective marketing assets.

Senior Marketing Designer, Performance Marketing

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

- Led creative execution for global performance marketing campaigns across Meta, YouTube, LinkedIn, and OTT platforms.
- Designed platform-native ad formats that balanced brand consistency with performance requirements and audience intent.
- Conducted A/B testing and iterative optimization, contributing to year-over-year increases in engagement and campaign effectiveness.
- Built scalable creative systems using Illustrator and spreadsheets to support multilingual translation and global rollout.
- Streamlined HTML5 ad production by integrating Figma-generated CSS, improving output efficiency.
- Collaborated closely with growth marketing, brand, and regional teams to ensure alignment across campaigns and markets.

Senior eLearning Designer / Developer

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

- Designed interactive and simulation-based training experiences replicating real retail environments.
- Produced motion graphics, video, and interactive content for large-scale employee education.
- Conducted interviews with store managers and analyzed learner feedback to guide improvements.
- Collaborated with engineers to develop a low-bandwidth video delivery system compatible with in-store POS operations.
- Partnered with instructional designers to align visuals and interactions with learning objectives.

Senior Designer / Developer

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

- Developed HTML5 animations and interactive digital ads optimized across devices and platforms.
- Partnered with developers to create a dynamic discount system that increased click-through rates by 25%.
- Worked directly within the photography pipeline to secure optimal asset formats.
- Streamlined workflows between design and development teams to accelerate delivery.

Senior Video & Interactive Developer

Salesforce | San Francisco, CA | Jan 2007 – Jan 2012

- Designed interactive video and motion content for product launches and marketing campaigns.
- Implemented a dynamic homepage system serving content by user profile.
- Led asset migration projects improving scalability and long-term campaign performance.

EDUCATION

Associate of Arts
West Valley College

Waldorf Teacher Training
Steiner College