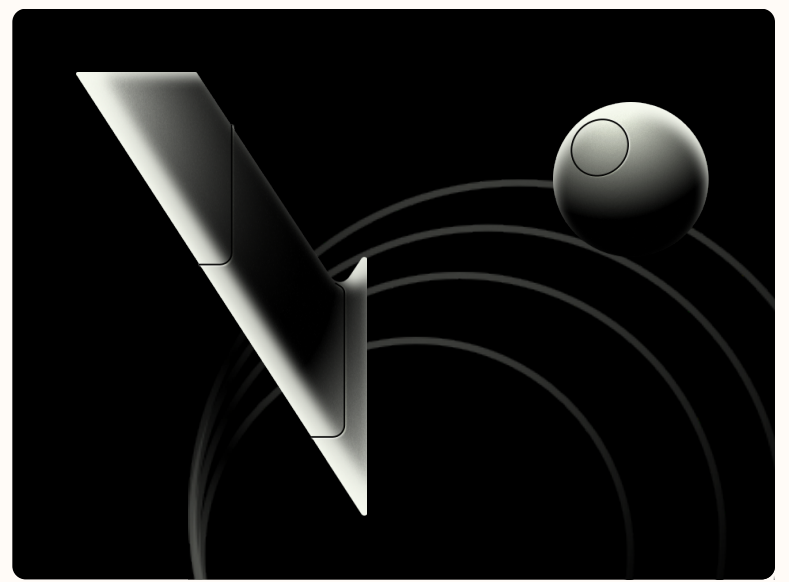


Alex Diaz Slater



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BRAND & PRODUCT DESIGN

Associate Creative Director, Digital Brand

Bullish
2021-2023

Spearheaded a comprehensive re-alignment of Bullish's visual brand identity, infusing it with a modern aesthetic that resonates with its target audience. Guided a globally dispersed team of UX, visual, and motion designers, ensuring seamless collaboration and alignment with Bullish's marketing goals and product innovation initiatives. Maintained direct reporting to the C-suite management team, providing strategic insights and driving decision-making at the highest levels of the organization.

Creative Director

Deloitte Digital
2018-2020

Collaborated closely with Group Creative Directors and studio leadership to define and shape the strategic growth trajectory of Deloitte Digital across North America. Led a transformative DesignOps program, launching initiatives that streamlined onboarding processes, enhanced design technology infrastructure, fostered R&D innovation, nurtured a environment of constructive team critiques, and cultivated a thriving design culture. Led client strategy workshops for both product and brand initiatives, providing expertise and ensuring alignment with business objectives.

Associate Creative Director

Deloitte Digital
2015-2018

Orchestrated and empowered design teams to deliver exceptional brand and product development experiences. Collaborated closely with product managers and engineers to translate business requirements into seamless and efficient solutions. Cultivated direct client relationships to foster strategic partnerships and ensure alignment with Deloitte Digital's core values.

Sr Art Director

MSLGroup
2010-2015

Led creative efforts in the digital practice. Modernized processes to more efficiently deliver digital solutions to traditional clients. Created email marketing team/platform and associated analytics.

Art Director

LMO Advertising
2009-2010

Piloted digital advertising efforts, conceptualizing and executing integrated advertising campaigns that seamlessly blended TV, print, outdoor, and digital media.

Interactive Designer

RP3Agency
2004-2009

Designed and translated traditional campaign concepts into effective digital media placements.

George Washington University

Visual Communications
2001

Awards

