

# Dale R. Cody, MBA, BFA

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## Profile

*An **Award-Winning Creative Director** with more than 12 years of success designing and delivering complex marketing, print and web applications. Known as a Leader and Professional with a reputation of attaining results in strategic brand solutions, user experience (UX), marketing, art direction, and targeted online display advertising campaigns driven by strong, strategically aligned concepts. Able to connect powerful design with strong business strategy using a hands-on management style.*

### Expert-level knowledge of software applications on both Windows and Mac platforms including:

- The full Adobe Creative Suite CS5 including Photoshop, Illustrator, Dreamweaver, Flash, Fireworks & InDesign
- HTML, XHTML, CSS, JavaScript, MySQL and basic PHP
- SOFTIMAGE 3D, 3D Studio Max and Swift 3D
- Microsoft Office Suite, Expression Blend, SketchFlow, Silverlight and WPF
- WordPress, TypePad and other Blogging platforms

## Career History

### Manager, Interactive Design

**Central 1 Credit Union**  
Vancouver, BC Canada  
2009 – 2011

<http://www.central1.com/>

*An \$11 billion company providing online banking, payments and loans to more than 300 Canadian credit unions.*

- Design leadership and management for an extremely busy team of 12 Interaction Designers and Web Developers as well as various contractors and vendors.
- Deliver branded online banking, mobile and payment applications for over 300 credit unions, financial institutions and utilities.
- Collaborate with the Product Management Group to imagine, design and deliver innovative digital financial applications for a strategic competitive advantage.

### Associate Creative Director, Interactive

**Draft FCB – The Hacker Group**  
Seattle, WA  
2008 – 2009

[www.hackergroup.com](http://www.hackergroup.com)

*A Performance Marketing/Direct Response Agency under the IPG umbrella group of global advertising agencies.*

- Built, led and managed a new interactive team specifically designed to leverage the agency's existing expertise in performance-based marketing.
- Grew existing and new client business from traditional print to online media using innovative digital products and services such as e-mail campaigns to generate responses.
- Created successful online performance-based campaigns for clients such as AT&T, Comcast, Carnival Cruises, Kaiser Permanente and Netflix.

### Director of Creative and User Experience

**CarDomain Network**  
Seattle, WA  
2006 – 2008

[www.cardomain.com](http://www.cardomain.com)  
(company sold 2008)

*The largest auto enthusiast social media and networking website on the Internet*

- Provided creative vision, leadership and management for a busy 7-person Creative Team.
- Managed branding, user experience (UX), user interface design (UI), accessibility, visual communications and art direction. Drove brand management and spearheaded efforts to increase customer acquisition and retention, promote awareness and support sales through innovative use of

	<p>display advertising media.</p> <ul style="list-style-type: none"> <li>Created innovative functionality such as group video, personal messaging to enable a richer and more engaging user experience leading to longer individual usage and more advertising revenue.</li> <li>Partnered with the Ad Sales Team convert RFPs worth nearly \$3 million into successful advertising campaigns for tier-one automotive clients such as Ford, Chevy, Nissan, Scion and Castrol.</li> <li>Supported CarDomain's online eCommerce site as well as its partnerships with companies such as AutoAnything and Crutchfield.</li> </ul>
<p><b>Chair of Visual Communications Department</b></p> <p><b>International Academy of Design and Technology (IADT – Seattle)</b> Seattle, WA 2005 – 2006</p> <p><a href="http://www.iadt.edu/Seattle">www.iadt.edu/Seattle</a></p>	<p><i>A fully accredited post-secondary educational institution offering bachelor and associate degree programs in several design disciplines.</i></p> <ul style="list-style-type: none"> <li>Designed complete Visual Communications program curriculum and wrote all Master Course Outlines (MCOs).</li> <li>Hired and managed all Visual Communications faculty members from inception and personally taught a full course load.</li> <li>Stewarded the department successfully through school's first national accreditation process.</li> </ul>
<p><b>Creative Director</b></p> <p><b>Action Engine Corporation</b> Redmond, WA 2003 – 2005</p> <p><a href="http://www.actionengine.com">http://www.actionengine.com</a> (company closed)</p>	<p><i>A wireless services business that developed a carrier grade mobile applications platform for global tier 1 wireless telecoms.</i></p> <ul style="list-style-type: none"> <li>Held ownership for user experience (UX), application UI, usability and brand localization for global clients across all wireless device platforms.</li> <li>Led all corporate visual communications and design of applications platforms for wireless operators. Clients included tier 1 global telecoms.</li> <li>Designed, managed and delivered co-branded advertising, packaging and marketing collateral materials localized for maximum impact.</li> </ul>
<p><b>VP, Creative Services</b></p> <p><b>Markethaus Inc.</b> Seattle, WA 2001 – 2002</p> <p>(company closed)</p>	<p><i>Start-up Technology Company that developed an enterprise suite of CRM and CLM web applications for the aftermarket auto repair and service industry.</i></p> <ul style="list-style-type: none"> <li>Responsible for all corporate creative and brand services including marketing communications, product development, user interface and usability.</li> </ul>
<p><b>Consultant and Contract Creative</b></p> <p><b>Microsoft and Other Clients</b> 1998 – 2000 and 2002 – 2003</p>	<p><i>Award-winning creative solutions on contract with Microsoft and other clients</i></p>
<p><b>Education &amp; Professional Development</b></p>	
<p><b>Master of Business Administration</b> (Information Technology) - <i>Deans List</i> City University, Seattle Washington</p> <p><b>Bachelor of Fine Arts</b> Art Center College of Design, Pasadena California</p>	
<p><b>Organizations &amp; Awards</b></p>	
<p>Member of the Graphic Artists Guild (GAG), the Interaction Design Association (IXDA) and the American Institute of Graphic Arts (AIGA).</p> <p>Many awards including 6 of their highest from the Society for Technical Communications (STC) for UI designs done while at Microsoft.</p>	