

Tiana Mui

CREATIVE DIRECTOR / BRAND STRATEGIST / SYSTEMS BUILDER

EXPERIENCE

Bob's Discount Furniture • *Director of Creative* • 2016–Present

Scaled a full-spectrum in-house creative team across digital, retail, CRM, and broadcast. Built brand systems, launched a 360 campaign engine, modular CMS, national signage platform, and lifestyle studio. Grew team culture and talent while supporting a \$2B+ brand expansion.

Purple Carrot • *Creative Director* • 2015–2017

Built the brand, team, and user experience from the ground up. Led UX, design, photo, and content. Created an immersive hybrid studio/test kitchen and drove significant site performance improvements through iterative optimization.

Vayner Media • *Creative Director* • 2012–2016

Led a bespoke "agency within the agency" for 60+ brands. Directed integrated launches, mentored 50+ designers, and built scalable systems. Continued as a trusted freelancer after relocating.

Big Fuel (Publicis) • *Associate Creative Director (Art)* • 2008–2012

Helped scale the agency from 13 to 200+. Led creative for major brands, bridging early social media with performance strategy.

Mr. Youth / Conversation • *Senior Designer* • 2006–2008

Rose from intern to senior designer. Contributed to pioneering social and influencer marketing campaigns.

ASU Applied Learning Tech Institute • *Instructional Designer* • 1998–2007

Pioneered early digital learning tools. Led cross-functional design projects, mentored creatives, and taught software to students and faculty.

GoLive Studios (Acquired by Adobe) • *Product Development* • 1998

Joined the team building early WYSIWYG web tools. This formative role sparked my lifelong obsession with blending design, tech, and usability.

Let's build something rad together.

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Strategic, human-centered creative leader with 20+ years of experience building brands, scaling teams, and leading campaigns across retail, DTC, and media. I connect bold ideas with business goals through scalable systems, empathetic leadership, and cross-functional collaboration.

CORE SKILLS

Creative Strategy, Brand Development, Team Leadership, Campaign Execution, UX & Content Strategy, Scalable Systems, Studio & Workflow Ops, Omnichannel Experience, Production Direction & Oversight, Signage & Retail.

EDUCATION

Arizona State University

B.S.A. Visual Communications, College of Architecture & Design.

Double major: Design + Environmental Architecture. Two-year art scholarship.

BRANDS & INDUSTRIES

GMC • T-Mobile • USA Network • History Channel • Amazon • PepsiCo • McDonald's • Hasbro • Samsung • Mondelez • Clorox • Unilever • Coach • Gatorade • Victoria's Secret • Fisher-Price • The Children's Place

CERTIFICATIONS

Asana Workflow Specialist • Adobe Certified: Photoshop, Illustrator, XD
Inclusive Leadership (LinkedIn Learning)

COMMUNITY & EXTRAS

Hopkinton Design Review Board (2 yrs) • AIGA Member • Operation Photo Rescue volunteer
Bonus skills: stop-motion dabbler, gift-wrap wizard, architectural model builder, Viking table maker

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