

## **CURTIS WIENS**

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*Portfolio:* [curtwork.com](http://curtwork.com)

## **Professional Summary**

For over a decade, I have specialized in developing educational and marketing solutions for various industries, including Salesforce, Shutterfly, Sephora, and Atlassian. As the lead performance marketing designer at Atlassian, I collaborated with business partners to devise innovative approaches and formats for engaging new customers. I initiated regular meetings with the creative team and participated in weekly team meetings to enhance alignment with the parent brand and each product, improving aesthetic quality and increasing prospect engagement. Additionally, my extensive creative and technical experience allowed me to create assets and consult on events, campaigns, and department websites.

## **Skills**

- Team-focused mindset.
- Strong problem-solving skills for complex challenges.
- Excellent communication skills to collaborate effectively with cross-functional teams.
- Sound business acumen to understand and align design goals with overall business objectives.
- Proficient in project management to ensure timely and successful project delivery.
- High production efficiency to optimize workflow and design processes.
- Expertise in process reengineering to improve design workflows and optimize efficiency.
- Proficient in storyboarding to visualize and communicate design concepts.
- Thought leader in design innovation and emerging design trends.
- Skilled in creating authentic designs that resonate with the target audience.

## **Experience**

### **Lead Marketing Designer (contractor)**

*Winfinite, Vancouver, BC*

*August 2023 - Current*

- Conducted comprehensive competitor research and presented findings and recommendations to the team.
- Led the establishment of branding and marketing strategies for Versus' two new products: Winfinite and Winfinite Cash.

- Produced a range of promotional materials, such as social media advertisements, responsive display ads (RDAs), logo designs, copywriting, and motion advertisements for TikTok and Instagram Stories.

### **Lead Performance Marketing Designer**

*Atlassian, SF, CA*

*April 2020 - July 2023*

- Conducted research on industry trends to support marketing strategies and design decisions.
- Provided design leadership from concept through completion to ensure client satisfaction.
- Designed and established multiple ad formats, including RDAs, HTML5, YouTube, social video, carousel ads, gif animations, and OTT ads, to engage prospects.
- Developed a system using Figma and Google Sheets to efficiently translate GDN and Social 100's ads into multiple languages.
- Aligned Performance Marketing with the rest of the department.
- Achieved a 10% increase in engagement.

### **Senior eLearning Designer / Developer**

*Sephora, SF, CA*

*January 2017 - April 2020*

- Developed product and customer relationship training for retail sales staff in North America.
- Transformed course design for better engagement, visually and interactively.
- Reduced production time by creating templates and tools for the development team, streamlining workflows.
- Trained and supported new developers for consistent quality and efficiency.
- Resolved technical issues related to supporting IOS devices, Surface Pro, and PCs running Chrome in low-bandwidth store environments.
- Collaborated with engineers to develop a proprietary video player integrated into Storyline.

### **Senior Designer / Developer**

*Shutterfly, Redwood City, CA*

*January 2012 - January 2017*

- Created static and animated display ads for crucial drive times, new product releases, brand awareness, and marketing campaigns.
- Mentored junior designers to optimize workflow and design efficiency.
- Designed and produced numerous ads generating billions of impressions and millions in revenue.
- Improved the technical, optimization, and aesthetic quality of display banners.
- Aligned display advertising with other marketing channels to enhance brand consistency and impact.

## **Senior Video / Interactive Developer**

*Salesforce, SF, CA*

*January 2007 – Jan 2012*

- Designed, developed, and managed interactive projects for Salesforce website and external marketing.
- Mentored junior designers to optimize workflow and design.
- Created a scalable system for translating video players into multiple languages using openCMS.
- Migrated customer testimonial videos to YouTube, including editing and compositing raw footage.
- Developed scalable video players integrated into openCMS, improving efficiency and flexibility.

## **Education**

- AA – West Valley College
- Waldorf Teacher Training, Steiner College, Fair Oaks, CA