

Lynwood Montgomery

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Creative Director

Marketing | Graphic Design | Motion Graphics | Management | Leadership

Professional Experience

Creative Director

ALLYTICS, Redmond, WA (2018-Present)

As the creative leader at a full-service marketing agency, my focus has been on high-level studio strategy, managing a team of designers, process improvement, and billable client work.

- As a member of the Leadership Team, I drive studio initiatives and strategies to improve the performance of the creative department. Working closely with all aspects of the business to streamline processes and raise the quality bar.
- Directing off-site photo and video shoots using external film crews or internal resources. Built the agency's first remote recording kits to allow contact-free filming.
- Managing a team of Designers, using regular syncs and performance reviews, to mentor and guide Designers along their career paths.
- Presenting work to clients and attending regular project calls to maintain close relationships with our partners to guide them through the creative process.
- Creating pitch decks to drive new business. Attending new client meetings to help reinforce our commitment to quality and design excellence in all of our B2B and B2C work.
- Reviewing design and motion graphics work and run brainstorming sessions. Participate in ideation and exploration phases by creating sketches, logos, storyboards, and 3D prototyping.
- Creating logos, brand guides, 2D and 3D motion graphics, storyboards, presentation and keynote decks, whitepapers, infographics, and other digital deliverables.

Marketing Art Director

BIG FISH, Seattle, WA (2016-2018)

Directed all user-acquisition marketing campaigns and managed 16 designers in graphic design, illustration, and motion graphics. Supported multiple growth titles with six-digit monthly budgets.

- Aligned with Media Strategists to drive marketing initiatives for our top-performing FTP casual games. This included specific geo-targeting, analyzing metrics and A/B testing, ASO, and constant iterations to drive top-of-the-funnel performance and lowering CPI by 50%.
- Drove a creative summit with sister-studios in San Francisco, Oakland, Tel Aviv, and Ukraine to share knowledge about creative processes and challenges. This led to stronger relationships and greater communication between studios which improved internal procedures and guidelines.
- Provided functional leadership, mentorship, and support to a group of Designers and Producers. From day-to-day issues to career coaching, goal-setting, development as artists in their respective disciplines, and hiring new talent.
- Developed an overall strategy for the creative team to bring added value the greater Big Fish org including team structure, QBO's, best practices, and studio priorities.
- Cultivated and built relationships with external vendors to dynamically scale and increase production.

- Recognized by Facebook and Google as an early developer and leader of HTML-5 playable ads.
- Hands-on development of creative designs and ensured consistent application of the online brand and brand voice of dozens of products.

Sr. Visual Designer

WIZARDS OF THE COAST, Renton, WA (2014-2016)

Played a key creative role in a prototyping initiative that led to a new digital game development division.

- Created detailed concepts of UI and UX designs, animations and comps that illustrated the look and feel of the product that fit within the Magic brand, participated in user-testing, and ultimately created a style guide that was used to get buy-in from stakeholders
- Drove the complete visual redesign of Magic Online by building animated concepts, storyboards, and high-fidelity comps and provided in-game assets, which resulted in higher user acquisition and retention by easing new user entry and providing a more immersive visual experience.
- Directed and executed the redesign of the popular Planeswalker Points website for every new Magic expansion release. Along with wireframes and mock-ups, this included providing the web developers with art assets and using a proprietary XML tool to make web animations.
- Prototyped animations, UI elements and other game assets using industry standard tools including Photoshop, Illustrator, After Effects, 3dsMax, and ZBrush.

Art Director

ODD DOG STUDIOS, Seattle, WA (2013-2015)

Launched a successful freelance business that partnered with clients across a variety of industries.

- Worked alongside the Creative Director at Meta to establish a UX for their augmented reality hardware and software. Created UI, button treatments, user-interaction feedback, and animations using 2D and 3D tools. Also created mockups to assist the developers by creating a visual target.
- Art Director on an independent iOS game for Fixer Studios. Illustrated concept art and produced final digital assets for characters and UI designs. Mentored junior artists and directing art staff of four artists.
- Designed the logo and corporate identity and all promotional graphics and digital media for Emerald, a new private airline operated out of Boeing Field.
- Redesigned the corporate identity for SEED (SouthEast Effective Development), a Seattle area not-for-profit community development corporation. This included their logo, letterhead, and business cards. Also conceptualized the rebranding of SEED Arts, their sister program for public art.

Studio Art Director

GAMEHOUSE, Seattle, WA (2010-2012)

Oversaw the creative department and guided studio initiatives as a senior leader.

- Successfully hired and directed entire art staff of 10+ designers across multiple projects.
- Guided the studio as a member of the senior leadership team.
- Provided feedback and guidance through concept art, paint-overs, and color studies.
- Identified external partners and established outsourcing pipeline.
- Created in-game assets, concept illustrations and motion graphics.
- Worked with Producers to allocate resources for maximum productivity.
- Promoted a culture of creativity through mentoring, art related workshops, team-building events and individual skill-building assignments.

Studio Art Director

PIPEWORKS SOFTWARE, Eugene, OR (2008-2010)

As executive staff, directed entire art department across multiple simultaneous projects.

- Worked closely with the art leads to ensure that defined art goals were manageable within the context of the overall project schedule and budget.
- Mentored Lead and Senior Artists.
- Identified and assessed outsourcing studios, provided quality and style feedback and created a tracking pipeline for asset management.
- Defined the style of the games through concept art, paint-overs and color studies.
- Created in-game assets and motion graphics.
- Identified job requisitions and sought out art talent and interviewed candidates.

Art Director

LEVIATHAN GAMES, Seattle, WA (2005-2008)

Directed a team of off-site artists to build several successful mobile and web games.

- Rendered original concept illustrations of characters and distinctive environments.
- Modeled, textured, lighted and animated full 3D environments.
- Created elements for the UI, in-game graphics and other game elements.
- Worked with Lead Programmer to define efficient art pipelines.

Education

BA, Visual Communication, Graphic Design

California State University, Chico

Recent Work Samples

(Due to NDA, I am not able to post these samples on my portfolio website)

Video introducing Microsoft Viva. I assembled remote video recording kits, directed the video shoots, and art directed the video production.

<https://www.youtube.com/watch?v=JZeU0Fi-lqY>

Video for Axon conference where I directed a film crew and art directed the video production.

<https://vimeo.com/403883049/d1c6eda7de>

Video for AWS Partner TV Promo. I art directed the creation of the brand identity and the video.

<https://vimeo.com/403886272/6c0cc99133>

Webpage and video for Microsoft Secured-Core PC. I created the wireframes and mockup for this webpage and directed the video shoot of the header promo video.

<https://www.microsoft.com/en-us/windowsforbusiness/windows10-secured-core-computers>