

COLE WISER

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CREATIVE DIRECTOR | DIGITAL STRATEGY | BRAND SYSTEMS & INTERACTIVE EXPERIENCES

PROFESSIONAL SUMMARY

Hands-on creative leader with 15+ years building and evolving brands across digital, product, campaign, video, interactive game, and immersive experiences. Combines brand strategy and creative direction with direct execution across Figma, Adobe Creative Suite, AI-assisted workflows, prototyping, real-time 3D, interactive technology, and front-end experimentation.

Builds repeatable creative and brand systems that turn strategy into a consistent visual language across channels - including design systems, campaign frameworks, templates, reusable components, AI-assisted workflows, and rapid-prototyping methods.

Experienced translating complex products and business objectives into distinctive brand expressions, marketing campaigns, product launches, events, sales tools, and interactive experiences.

Player-coach with a track record of strengthening brands, scaling small teams, and building creative systems while staying close to the work: brand development, concepting, visual design, campaign development, creative reviews, prototyping, product storytelling, executive presentations, marketing strategy, and business development.

CORE STRENGTHS

Creative Direction | Digital Strategy | Brand Strategy | Brand Systems | Visual Identity | Campaign Platforms | Multi-Channel Campaigns | Event Design | Marketing Strategy | SEO | Business Development | Vendor & Freelance Management | Small-Team Growth | Interactive Experiences | Interactive Game Design | Product Launches | Creative Team Leadership | Creative Reviews | AI-Native Creative Workflows | Emerging Technology | UX/UI | Creative Coding & Prototyping | Motion & Video Direction | Real-Time 3D | Web & Digital Experiences | Team Building | Creative Operations

PROFESSIONAL EXPERIENCE

THE VIRTUAL WILD | Partner & Executive Creative Director | 2020-Present

- Set and evolve the creative and brand standard across visual identity, campaigns, websites, digital experiences, product storytelling, advertising, events, video, motion, real-time 3D, product launches, sales enablement, executive decks, and immersive environments.
- Remain hands-on in concepting, UX, visual design, campaign development, prototyping, and front-end experimentation, using Figma, Adobe Creative Suite, Claude Code, Codex, Cursor, Three.js, Unity, and AI-assisted workflows to turn broad objectives into compelling concepts and working prototypes.
- Built AI-assisted creative workflows using ChatGPT, Claude, Claude Code, AI agents, Weave, Seedance, Cursor, Zapier, Figma, and UX Copilot, reducing concept and production timelines while creating reusable systems others can run.
- Built scalable brand systems that translate strategy into repeatable creative standards, including visual frameworks, reusable UI patterns, component libraries, campaign templates, presentation systems, interaction principles, and review processes that maintain consistency as output scales.
- Translate complex products, technical systems, and customer needs into clear visual narratives, multi-channel campaigns, interactive tools, product demonstrations, launch materials, event experiences, and sales content across enterprise technology, manufacturing, healthcare, aerospace, defense, and consumer markets.
- Built and led multidisciplinary teams across visual design, UX, motion, video, 3D, engineering, and strategy, while scaling the organization from 3 to 15 full-time employees and 20+ contractors and helping grow annual revenue from under \$750K to more than \$5M.
- Hire, mentor, and develop multidisciplinary creative talent while managing specialist vendors and freelance partners across design, animation, video, development, 3D, and production.
- Led the company rebrand and visual identity evolution, defining a stronger brand foundation across messaging, design language, website, sales materials, digital marketing, and customer touchpoints while creating reusable standards for future growth.
- Facilitate C-suite workshops and creative reviews that convert business goals and customer insight into brand strategy, marketing strategy, campaign platforms, journeys, concepts, prototypes, visual systems, SEO priorities, and implementation roadmaps across product, web, events, marketing, retail, and sales touchpoints.
- Support business development through pitches, proposals, creative concepts, account strategy, executive presentations, and sales enablement, helping convert complex opportunities into clear client-facing stories.

900LBS OF CREATIVE | Creative Director | 2012-2020

- Promoted through successive leadership roles to Creative Director and minority equity partner, helping grow the agency to approximately \$4.5M in annual revenue and 24 employees.
- Directed hundreds of integrated programs across brand identity and evolution, campaign systems, websites, advertising, applications, product storytelling, video, motion design, interactive games, immersive environments, events, and executive communications.
- Led strategy, concept development, design reviews, client presentations, product launches, and production for enterprise organizations including AWS, Shell, Bell Helicopter, Hewlett Packard, Nokia, Mack Trucks, Royal Caribbean, and the Dallas Cowboys.
- Built cross-functional teams spanning design, engineering, production, and client services while remaining hands-on in concept development, UX, visual design, prototyping, creative reviews, and creative direction.

SELECTED RELEVANT IMPACT

- Husky Technologies - Created an omnichannel product-launch and sales-enablement system spanning web content, digital tools, real-time 3D, video, immersive environments, executive decks, and international events; reused across 6+ global shows and generated 3x Husky's typical LinkedIn engagement.
- Motion-Tracking Game & Interactive Experience Design - Directed multiple exhibits and game experiences using depth cameras, body and motion tracking, gesture-based interaction, real-time 3D, and responsive digital environments to create intuitive physical-digital play.
- Brand Systems & Experience Programs - Built and evolved visual languages across web, advertising, digital, interactive, immersive, campaign, product, event, presentation, and sales experiences for organizations including AWS, HPE, Walmart, Royal Caribbean, Mack Trucks, Lockheed Martin, and Bell Helicopter.
- Agency Growth & Team Building - Helped scale The Virtual Wild from under \$750K to more than \$5M in annual revenue while growing the organization from 3 to 15 full-time employees and a flexible network of 20+ specialized vendors and contractors.
- AI-Enabled Brand & Creative Systems - Built repeatable AI-assisted workflows for concept development, visual production, prototyping, and design iteration, including AI agents and AI brand workflows that help teams explore more ideas, move faster, and maintain a consistent brand and creative standard.

TOOLS & TECHNOLOGY

Figma | Adobe Creative Suite | ChatGPT | Claude | Claude Code | Codex | Cursor | Weave | Seedance | UX Copilot | AI Agents | AI Brand Workflows | Three.js | Unity | Maya | Webflow | WordPress | Miro | Zapier | Google Suite (Workspace) | Google Analytics | Ahrefs | SEO Tools | Motion & Video | Real-Time 3D | Interactive Prototyping | Pipedrive | Pipeline CRM

EDUCATION

Bachelor of Fine Arts (Computer Animation) - Sam Houston State University

AWARDS

Telly Awards - Immersive & Mixed Reality / Live Event & Experience | Dallas ADDY - Innovative Use of Technology | Horizon Awards - Best in Show | NYX Awards - Gold | Vega Awards - Digital Interactive / Platinum; Best VFX / Gold | Summit Awards - Interactive Display / Visionary Award