

- 15+ years' experience as a creative leader crafting user experience strategy, vision, interaction models, visual and motion design for next generation software experiences
- Creative visionary with the ability to translate client business goals into engaging, innovative and breakthrough solutions
- Effective and thoughtful director of creative teams and client relationships
- Cultivates collaborative, productive and external partnerships across all disciplines
- Innovator and leader with proven award winning ad product development and creations spanning across platforms and screens
- Technologist with a passion to create consumer centric experiences
- Awarded the honor of being a Hi-Po program (High Performer) at Microsoft consecutive times (top 4% of the company's talent)

EXPERIENCE

2015/
current

Creative Director, Tectonic – Seattle, WA

- Creative Director and brand leader envisioning user experience and design strategy for tier 1 brands in technology and media
- Product interaction design, visual and motion creator for next-generation software experiences

2011 – 2014

Creative Director, Microsoft - *Global Creative Team – Seattle, WA*

- Drove highly immersive next-generation brand and content experiences on Microsoft digital platforms: Windows, MSN, Xbox and Skype (US and Global)
- Developed an innovative, interactive Skype-based initiative for Vans shoes with agency Rooster Worldwide, which was showcased at Cannes Lions 2013 and featured in multiple industry magazines
- Led an in-app co-ideation project for Dell with agency VML to tell Dell's innovation story which was featured in Ad Age
- Won two highly coveted slots in a live-pitch opportunity through Mindshare Worldwide on behalf of Kimberly-Clark
- Launched multi-platform award winning creative consumer campaigns for prominent brands such as Emirates Airline, Lexus, Kraft Foods, P&G, Johnson & Johnson, Nissan, Toyota, Walmart, Kellogg's, Subway and Hillshire Farm

2004 – 2011 **Product Design Lead**, Microsoft – *Branded Entertainment Experience Team – Seattle, WA*

- Thought leader and execution creator/driver on highly immersive brand and content experiences across Microsoft digital platforms to conceptualize, produce and launch multi-platform marketing campaigns
- YoY exceeded revenue targets through collaboration with media and creative agencies

2002 – 2004 **Creative Director/Principal**, BergenMedia, *Seattle/NYC*

- Ideating, designing and producing digital user centric software experiences, corporate and mobile websites and marketing collateral for brands such as Samsung, Microsoft and Xbox

2000 – 2002 **Art Director**, Foote, Cone & Belding, *NYC*

- Interactive Art Director specializing in motion and interactive digital experiences for CPG brands, USPS, HP
- Lead Art Direction for a team of designers, brainstorms, presentations of design to clients and overseeing and executing projects from conception through implementation

INDUSTRY AWARDS

x 01 Media Innovation Award

x 13 W3

x 02 Davey Awards

x 02 Ad:tech

x 02 Effie

x 01 James Beard Award Nomination

x 01 Clio

x 02 Addy's

x 06 IAB MIXX

x 03 Omma

x 01 One Show

x 08 Telly's

CONTACT

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