

DAVID KATZ

Creative Director | Global Campaigns, Product Launches & Immersive Experiences

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PROFESSIONAL SUMMARY

Award-winning Creative Director with 10+ years of experience driving creative strategy and execution for global tech brands, from initial concept to launch. Combining a builder's mindset with deep technical expertise in visual effects, animation, video production, and virtual reality, leveraging AI tools to accelerate my work. I specialize in bringing clarity to complex products.

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR | HTC VIVE, New York, NY 2022 – Present

- Creative lead for global go-to-market campaigns for four flagship hardware launches, VIVE Eagle AI Glasses, VIVE Focus Vision, VIVE Ultimate Tracker, and VIVE XR Elite. Concept, pitch, and direct launch videos, key visuals, 3D product renders, photos, website, and social content. Launch efforts generated millions of views and thousands of product pre-orders
- Developed partnership with Paramount pictures and led creative for the Sonic the Hedgehog 3 x VIVE cross-promotional campaign spanning social video, key art, and email, increasing social engagement by 120%, and email click rates by 30%
- Lead the VIVE internal influencer program, mentoring colleagues on their social accounts to promote the brand. Resulting in 2M+ views and 100,000+ clicks to site
- Direct in-house creatives, external influencers, agencies, and production companies to create stunning marketing assets
- Partner with product teams and developers to audit UX/UI flows and implement design recommendations
- Develop and implement custom generative AI workflows to optimize concept generation, ideation, and asset creation
- Leverage AI tools to develop an interactive shopping experience for AI Glasses and viral web games to promote our gaming platform VIVERSE and driving ~25,000 clicks to site
- Champion AI adoption and lead workshops teaching teams across the organization how to use agentic workflows

DIRECTOR OF CREATIVE MARKETING | Industrial Color, New York, NY 2020 – 2022

- Built and led the creative marketing function for a creative agency with in-house production and post studio: Led brand positioning, video campaigns, email marketing, and paid media to drive new business. Result: helped the company grow revenue 15% YOY and retain key clients.
- Produced and pitched campaigns that won or expanded enterprise accounts including L'oreal and luxury brands.
- Led a multidisciplinary team of designers, editors, and marketers.

SENIOR DIGITAL CREATIVE | AT&T, New York, NY 2019 – 2020

- Created launch creative for the HBO Max debut, introducing the platform to a mobile-first audience through WarnerMedia franchise characters across digital and social channels.
- Developed 2D/3D concepts and digital strategy for national campaigns, live events, and in-store experiences, including NFL Sunday Ticket social work with DIRECTV and the NFL.

CREATIVE DIRECTOR / LEAD ARTIST | Create a Ripple, New York, NY 2018 – 2019

- Led a team of animators, editors, and 3D artists producing launch campaigns and national advertising for Samsung, Bank of America, and TMRW.

VIRTUAL REALITY CONTENT CREATOR | Sensorium, New York, NY 2016 – 2018

- Produced and designed branded virtual reality experiences and immersive art for Fox, Google, MoMA, and Samsung; shot, stitched, edited, and composited 360° footage.

EDUCATION

UNIVERSITY AT ALBANY, SUNY Bachelor of Science, Information Science and Business Administration | cum laude

SKILLS & Tools

Creative Direction & Strategy	Product Launch / Go-to-Market	Art Direction,
Team Leadership & Mentorship	Agency & Vendor Management	Brand Partnerships & Co-marketing
Video & Content Production	3D, Motion & CG Design	Real-time & Interactive Experiences
Social & Paid Media	Email & Lifecycle Marketing	VR / AR / Immersive Experiences

Tools: Cinema 4D, Blender, After Effects, Premiere Pro, Photoshop, Unreal Engine, Unity, Houdini, Python, GitHub, Figma

AI: Stable Diffusion, ComfyUI, FLUX, Runway, Codex, Cursor, Claude Code, Muse, Gemini, ThreeJS, Higgsfield, Flow