

Riccardo Spina

Creative Design Strategy

www.rspina.com
nycspina@gmail.com
415.794.8921

About Me

With over 15 years of experience in technology and tech based creative I feel confident in both the choices I make and the knowledge I bring to any project. My past roles have required me to understand not just design and brand but marketing and media plans, CRM and research data, sales and product trending and operational and execution issues. My past roles have also involved my working with many teams both in and out of house. My work at SAP Labs required actively managing teams in India, Germany and the US simultaneously. These team members varied from engineers to marketers to branding and product managers.

Planning and understanding the possibilities of a brand or product line is my passion. At SAP Labs my role required an understanding of the technological capabilities of the company and delivered "out of the box" solutions. SAP, like any older large brand, needed to be able to get out of its own way; my job was to be disruptive and introduce new ideas while being able to quickly make things happen. This required being agile, working swiftly to bring ideas forward and being nimble to adjust and fine-tune the ideas when needed. My experience as an active member of the branding team at Walmart and as Creative Director of brand for SunMicro helped hone my skills for planning, strategizing and implementing ideas. Understanding a brand is key to me and knowing what choices best reinforce that brand's image are what I both enjoy doing and excel.

As Concept Director at SAP Labs I led a team whose primary focus was innovation. Our group, code-named "Concept Car Team" was called so because of the way we operated: rapidly prototyping and designing innovative ideas for the iPad, iPhone and smartphones. Working at SAP Labs and also at Walmart required the ability to drive new relationships between content partners, various business lines and ultimately the customer. While at Walmart I partnered with Disney to introduce online and in-store programs to drive customer traffic, with Microsoft to introduce Halo 3 (including crop circle advertisements!) and with Dell to bring their equipment to a retailer for the first time (this included shooting a 60 sec spot in the Utah desert).

Working as Executive Producer at BlogHer taught me how social media could not only serve as a useful marketing tool to our clients but also how various multiple revenue streams could be developed to create micro businesses within the company. While in this role I introduced several new revenue streams; one an online barter system that was spun off and sold and another being the production of proprietary video shows that were both sponsored and sold ad units.

Prior to this role my work at Walmart was primarily focused on media strategy as it pertained to new media technologies. I worked specifically at influencing senior management to embrace ideas that advanced both the brand and remained innovative and current. Making the shopping experience more than just a trip to the store was a goal for me at Walmart; to this end I tried using newer technologies to entertain and engage shoppers. One program I pioneered utilized Bluetooth to interact with shoppers, presenting personalized messages as they went through aisles. A program example I helped create at Walmart was "Soundcheck". This online partnership with Gillette offered a brand vehicle that presented upcoming musical talent in an exclusive flash player presentation that yielded profit for the sponsor and store traffic for Walmart.

Education

Parsons School of Design, New York City
Associate of Arts & Sciences, 1983
- Graphic and Advertising Design

Detailed Experience

Concept Director | SAP Labs | 2010 - 2011

This position is responsible for driving rapid concepts akin to the concept cars in the automotive industry. Starting with a concept brief and working across the organization the Concept Director encouraged disruptive thinking and developed multiple concept directions. The best option for deeper iteration was developed to a concept sketch or concept demo, then used for validation. Other responsibilities include:

- Contribute to building out an overall vision and framework for what SAP Labs solutions would look and feel like in 4-5 years
- Work closely across the solution management teams to make concepting a natural part of product lifecycle
- Build very strong working relationships across solution management, User Experience design team and other key stakeholders and partners
- Design and refine a repeatable methodology for Concept Car development resulting in realized concepts with a high rate of adoption and implementation.

Consulting Creative Director & Executive Producer | BlogHer Network | 2010

BlogHer is a cutting-edge five-year-old startup that has made a name as the leading voice of women online. I started here as a consultant, re-defining and creating the guidelines for the brand and went further in directing and architect a complete re-design of their product.

I worked as a consultant as both the Creative Director, advising on image and brand, and Executive Producer, working on projects that ranged from innovative client engagement ideas for major brands to new ways of bringing the next generation of new-media talent front-and-center to all America.

Sun Microsystems | Creative Director Worldwide Brand | 2009 - 2010

I was responsible for the creative global brand management of Sun products. My role included directing creative of branded materials and recommending strategies. I focused on the restructuring of the Sun brand and its incorporation into the Oracle portfolio. Designed the Java store for Sun and supported its integration as a brand into Oracle.

Senior Director New Media | Walmart | 2005 - 2009

In this role I was responsible for the day-to-day creative operational execution of all new media marketing for the company. I directed our multiple agency partners and media agency to ensure that any digital experience a consumer receives from Walmart is on brand and on strategy. It was my role to ensure strategic, creative, cost-effective solutions were delivered to keep Walmart competitive in the online space. Responsibilities and Accomplishments

- Led the re-design of Walmart.com in 2005
- Launched Toyland, a multi platform marketing effort driving highly successful store sales
- Managed an annual budget creative and production of \$45MM, measurement and tracking of performance, project operating costs & budget forecast including percent of mix sales, cost per effort and labor costs
- Oversaw general market and multicultural online efforts with 6 agency partners
- Developed a three-year strategic map of online efforts for Walmart stores integrating online efforts into all communications channels
- Designed and executed the trade show presence for Walmart for annual meetings
- Pioneered development of online weekly circular program with multiple technology partners to support store sales
- Worked with home office team in Bentonville, AK to evangelize and educate senior management about new media marketing. Served as the liaison between the online team in Brisbane, CA and the management team in Bentonville

Creative Director | Intuit | 2002 - 2005

In 2003, I drafted visual guidelines for all collateral materials used for recruiting and Human Resources.

Other responsibilities were:

- Centralized the creative services capabilities under one department; institute policies and procedures for operational success
- Drove cross-functional Process Excellence strategy from its earliest stages on, allowing ideas, innovations and solutions to be developed and implemented
- Designed and executed new strategic marketing solutions to increase awareness of Intuit brand in the consumer arena
- Solved specific sales and marketing needs of business units within retail and business channels to increase market share of top tier products

VP Online Creative Group | Walt Disney Internet Group | 2000 - 2002

- Drove the creative process, and promoted design and design principles for the new GO.com and the Walt Disney Internet Group family of sites
- Worked with senior management of Disney to build visual solutions and strategies for Internet properties and developed solutions utilizing the integration of multiple assets on various technology platforms

Creative Director | CNET 1996 - 2000

- Responsible for look and feel generation of the NBC Internet network of sites.
- Responsible for look and feel generation of Snap.com from NBC. Worked with management to shape and evolve the conceptual, business, & esthetic direction of Snap.com
- Directed and strategized the designing of CNET's websites including development of Builder.Com and Computers.Com and News.com

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