

CARI IRWIN

Creative Director



PROFILE

Strategy
Branding/Visual Identity
Web Design & Build
UX/UI Design
Video Production & Editing
Investor/Sales Deck Design & Strategy
Print/Collateral Design

CONTACT

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EDUCATION

1994 - 1998

WHEATON COLLEGE, NORTON MA
BA, Fine Arts major

EXPERIENCE

2015
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CURRENT

CREATIVE DIRECTOR
Principal, Pilothouse Agency

Creative director providing design and strategy services. Branding, visual identity, website design and build, UX/UI design, video production and editing, photo shoot direction, collateral and signage design. Strategy/design for investor and sales decks and other materials for startups. Manage team of freelancers across the world to complete projects on time and within budget.

Clients include, among others:
SkyDeck Berkeley (startup accelerator for UC Berkeley)
George Lucas Education Foundation
Sutardja Center
Element3 Health
Everyday Zen
Helen Wills Neuroscience Institute
Chamelon Biosciences
NightShares

2000
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2015

CREATIVE & STRATEGY DIRECTOR
Nimblefish

Led creative and production teams in design and implementation of video, acquisition, retention and loyalty campaigns including printed materials, interactive design and app design. Responsible for all creative strategies, presentations and pricing during sales process as well as through implementation. Liased closely with clients and product/technical teams on all campaign implementations.

Clients include, among others:
Nike
Disney
Apple
Adobe
AT&T
Wellpoint/Anthem Bue Cross & Blue Shield
Lowe's Home Improvement
Best Buy
Marriott