

David Vogler / Creative Director

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Professional Summary

A recognized creative director with the ability to successfully sell big ideas, inspire teams, drive business goals, serve advertisers and increase user engagement. With over fifteen years of experience in digital media, Vogler has built solutions at the intersection of entertainment and advertising. He has provided award-winning thought leadership to major brands including Hearst, Hulu.com, MTV Networks, AOL, NBC-Universal, TimeWarner and The Walt Disney Company to name a few.

David Vogler LLC

Consultant, 2010

Freelance consultant for emerging digital platforms including tablet, mobile, cloud and branded web entertainment. Clients include Ogilvy Interactive, Hearst and Disney. Currently working with The Wonderfactory in New York to re-imagine Time Inc magazine titles for delivery on the iPad and new media devices.

NBC Universal

Digital Media Creative Director, 2006 - 2009

Provide creative leadership to NBCU Digital Media Group and portfolio of web products. Lead design direction for new digital products and start-up businesses by NBCU.

- Served on the initial leadership team that pitched, sold and created **hulu.com**, the acclaimed video joint venture between NBCU and News Corp. Hulu has been called "*a trailblazing answer to how professional content can thrive on the Web.*"
- Lead design development and creative direction of NBC's female-targeted verticals including **iVillage**, **NeverSayDiet.com** and **Momtourage.com**
- Produced robust pitches for internal C-Suite executives pitching to advertisers and senior leadership. Creative work secured lucrative relationships with major sponsors such as **Amex**, **Walmart**, **Arby's**, **GM** and **Verizon**.
- Established creative direction and prototyping for company-wide widget initiative across entire NBCU family of brands including **NBC**, **Bravo**, **SyFy**, **CNBC**, **MSNBC** and **USA Network**.

Digitas / Modem Media

Vice President, Creative Director, 2003 - 2006

As Creative Director at Digitas/Modem Media, the industry's original interactive ad agency, David lead the team devoted to creating new products and marketing for AOL.

- Relaunched **People Connection**, AOL's most trafficked vertical and their premiere social networking hub. Rebuilt page logic, information architecture, interface design and site organization.
- Designed, built and formatted the **Las Vegas City Guide** site. Reconceived the city guide franchise with heavily trafficked and desirable ad inventory. Featuring a flexible page design, improved tools, fresh content, the site established premiere ad inventory slots.
- Re-created **AOL Acquisition Marketing** site. Delivered strategic approach and design execution. Considerably out performed previous site with a 30% subscriber increase in first four weeks.
- Designed AOL's first web-ready video solution. Built UI and experience.
- Additionally, Vogler served as the Creative Director for the massive site re-launch of **SCANA.com**, a \$9 billion, Fortune 500, energy-based holding company based in Columbia, South Carolina.
- Lead a multi-disciplinary team to re-design the presentation layer, editorial voice and information architecture of **BearingPoint.com**, a global management and technology consulting firm serving clients in over 60 countries.
- Created social networking concept studies for Bono's **(Product) RED** initiative designed to raise money for the Global Fund investing in African AIDS programs, focusing on women and children.

Mutation Labs Inc. A boutique studio serving **MTV Networks**.

Chief Creative Officer, 2001 - 2003

Recruited by investors to lead the creative direction of this bi-coastal start-up. Acted as sole rainmaker, bringing in clients such as Random House and TimeWarner in a challenging post-bubble economy. Oversaw daily operations, managed team of designers, programmers and project budgets ranging from \$100K to \$1.5 million.

Entertainment clients included:

- **Sesame Workshop**: created preschool games that generated the most traffic on SesameStreet.com and have made the site the #1 preschool offering on AOL.
- **Oxygen Media**: hired, for an eight month consultancy, to develop brand continuity across media, including broadcast, print and online marketing.

- **Comedy Central:** Designed and launched **The Man Show** web site, which generated a buzz in the press and created a wave of successful media controversy.
- **Random House:** Led team that built **Seussville.com**, the official site for The Estate of Theodor "Dr. Seuss" Geisel.
- **TimeWarner:** hired by GM of **TeenPeople.com** to promote division launch with viral marketing.

MTV Networks Online

VP, Creative Director, 1998 - 2001

Developed and designed Nick.com, NickJr.com, NickatNite.com and TVLand.com. Sites considered the gold standard for web entertainment in the youth market. Work received a Webby and the Communication Arts Annual Award.

- Built department, hired team and led the redesign of Nick.com and NickJr.com, launching them into a leadership position as the Number One kid's sites on the Web (Media Metrix).
- Designed and produced registration system for Nick.com, resulting in three million new registrations per quarter.
- Enhanced functionality of Nickelodeon's suite of web products by adding streaming video content and e-commerce solutions.

The Walt Disney Company

Vice President of Kids Content, Disney Online, 1994 - 1998

Recruited from Nickelodeon Online to create, develop and build suite of web products for the Disney's online division.

- Managed design staff that developed the original **Disney's Daily Blast**, the leading subscription site for kids.
- Developed the **corporate identity** for the online division, with direct input from Michael Ovitz and Michael Eisner.
- Created the **D-Toy franchise** to reach older youth market. Product line put a new twist on an established brand, increased traffic and generated mainstream press.

Education

BFA, Communication Design, Pratt Institute, New York / *Summa cum laude*

Industry Activities

Vogler is a visiting professor at the School of Visual Arts and Pratt Institute. He has been a key note speaker at many industry conferences, including the AIGA Brandesign Conference in New York and the DOORS 5 Conference in Amsterdam. He has lectured at Carnegie Mellon University's Human Computer Interaction Institute and the American Film Institute. Vogler is a contributor to the AIGA Journal of Design and a board member of ACM's Computers in Entertainment.

Industry Awards

Webby Award, New York Art Director's Club Award, Society of Publication Designers Award, PRINT Magazine Design Annuals, The AIGA Book Show Award, Graphis Design Annual Award, Gold Broadcast Design Award, Communication Design Annual, Adobe/Macromedia User Conference Best of Show

Media Coverage

WIRED, Brandweek, Adweek, The New York Post / Page Six, New York Newsday, I.D. Magazine, The Wall Street Journal, HOW Magazine, Print Magazine, Metropolis, AIGA Voice, Revision 3's Internet Superstar, XM Radio's Opie and Anthony Show, pop culture gossip blogs PerezHilton and DListed.

More information, samples and downloads:

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