



David Vogler P.O. Box 291, Rye, New York 10580
917-842-6012 david@davidvogler.com www.davidvogler.com

Professional Summary

Executive Creative Director with experience developing award-winning design solutions for top media companies, including MTV Networks and The Walt Disney Company. Skilled manager, public speaker with the ability to pitch ideas, drive revenue, increase consumer awareness and generate a national buzz. Seeking to contribute creative expertise to a major cross-media organization in need of a brand steward.

Professional History

NBC-Universal

Creative Director, Digital Media

April 2006 - Present

Provides creative leadership and design direction to NBCU's Digital Media Group as well as advising current brands within NBC's portfolio of web products. Leads creative direction for new digital initiatives including the relaunch of iVillage.com and web site acquisitions by NBCU.

Modem Media / Digitas

Vice President, Creative Director

January 2004 - April 2006

As Creative Director at Modem Media, the industry's oldest and most respected interactive ad agency, David served a roster of Fortune 500 companies and oversaw a team devoted to creating new products for **AOL**.

Mutation Labs Inc.

Chief Creative Officer

September 2000 - January 2004

Recruited to lead the creative direction of this bi-coastal Web gaming company. Act as lead branding and design consultant for new business development for major media companies. Acted as sole rainmaker, bringing in clients like Random House and AOL/Time Warner in a challenging post-bubble economy. Oversaw daily operations and 12 designers/programmers and project budgets that ranged from \$100K to \$1.5 million.

Select clients projects include:

- **Sesame Workshop**: designed and produced 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 a eight month consultancy, to develop brand continuity across media, including broadcast, print and online.
- **Questrel Inc.**: developed and designed cutting-edge micro-payment Web sites.
- **Comedy Central's "The Man Show"**: Designed and launched web site, which generated a buzz in the press and created a wave of successful media controversy.
- **Random House**: Led creative team that built the Dr. Seuss Web site and it's collection of games.
- **TimeWarner**: hired by GM of TeenPeople.com to promote their division and cross-channel launch.

MTV Networks Online

Vice President, Creative Director

June 1998 - September 2000

Developed and designed **Nick.com**, **NickJr.com**, **NickatNite.com** and **TVLand.com**. Sites received a Webby, the Communication Arts Annual Award, the PRINT Interactive Magazine Award and were profiled three times in cover stories for Graphic Design magazine.

- Built department, hired team and led the redesign of **Nick.com**, launching it into a leadership position as the #1 kid's site on the Web (Media Metrix).
- Designed new registration system for Nick.com, resulting in 3 million new registrations per quarter.
- Enhanced functionality and excitement of Nickelodeon's suite of sites by adding rich media, streaming video and e-commerce solutions.

