

# Lynwood Montgomery

Creative Director

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## Overview

An experienced creative leader that seamlessly connects strategy with design to solve the most difficult challenges in innovative ways. I thrive on change, adapting to emerging technologies and tools to help craft personalized, relevant storytelling and experiences.

## Skills

Figma, digital design, digital marketing, Brand Marketing, Design Systems, brand development, operational strategy, creative thinking

## Work Experience

### Consulting Creative Director

Jan 2025 - Present

*Leviathan Games | Seattle*

- Advise on strategic direction for marketing campaigns.
- Deliver growth marketing strategies, brand expressions, and product marketing, for current and future products.
- Collaborate on promotional marketing videos and collateral for social media.
- Explore AI solutions for improved productivity and modernized workflows.
- Engage with current and potential partners to promote new business opportunities.
- Utilize data and analytics to gauge user acquisition and engagement.

## **Senior Art Director**

Jan 2022 - Jan 2025

*Formosa Interactive | Seattle*

- Art directed and brainstormed high-impact promotional content and event graphics for Minecraft's global marketing.
- Fostered a culture of accountability and ownership of a large team through regular check-ins and strong collaboration and people skills.
- Produced style guides to promote consistent brand design across projects.
- Supervised a remote team of designers and provided effective mentorship through strong communication skills.
- Worked with the Producer to streamline the production process, resource management, and quality control.
- Incorporated Gen AI into art workflow, reducing production time and increasing output by 25%.
- Led the commissioning process for custom illustrations from a pool of seasoned Artists ranging from character design to environment concepts and key art.

## **Creative Director**

Aug 2018 - Jul 2022

*Allytics | Redmond*

- Created a remote filming system and procedure during the pandemic to allow video projects to continue. Leveraging strong leadership skills, effectively managing and motivating the creative department.
- Crafted comprehensive brand identity, print and digital assets, and omnichannel campaign development for B2B and B2C tech companies.
- Directed and filmed high-impact videos and promotional content for integrated campaigns from storyboarding to lighting, filming, and final edits.
- Produced briefs to manage creative process from concept to completion.
- Ideated with creative team to develop creative designs for campaigns and client management.
- Demonstrated growth mindset by researching emerging technologies, including game engines and Gen AI, to develop effective strategies for integrating into existing workflows.
- Fostered highly communicative, collaborative team culture through listening skills and empathy.
- Spearheaded 150 video projects annually, elevating campaign effectiveness by more than 30%.

## **Marketing Art Director**

Apr 2016 - Jun 2018

*Big Fish | Seattle*

- Recognized by Google for pioneering HTML-5 digital playable ads, significantly boosting user acquisition metrics.
- Oversaw user-acquisition marketing campaigns and supervised a team of Designers, driving growth for multiple products through testing and SEO.
- Aligned marketing initiatives with Media Strategists to optimize performance of our digital paid ads.
- Facilitated an international creative summit meeting in Tel Aviv between three sister studios.
- Managed team of Designers, leveraging Adobe Creative Suite to deliver 20 multimedia campaigns monthly, achieving a 15% increase in user engagement.

## **Senior Visual Designer**

Mar 2014 - Apr 2016

*Wizards of the Coast | Renton*

- Key contributor to a prototyping initiative for a new digital product development division which eventually became Magic Arena.
- Produced visually meticulous 3D environments for Magic Arena using 3D tools and the Unity engine.
- Created visionary UI and UX designs that aligned with the Magic : The Gathering brand.
- Overhauled the Wizards Play Network website, leveraging Adobe Creative Suite to enhance visual appeal and user interface, resulting in a 25% rise in user retention and engagement rates.
- Orchestrated the comprehensive visual overhaul for Magic Online utilizing Adobe After Effects and Photoshop to elevate user experience, which led to a 30% increase in user engagement and a substantial rise in monthly active users.

## **Education**

**California State University, Chico**

May 1991

**Bachelor of Arts** Graphic Design

