

Britta Lundstrom

Executive Creative Director

brittalundstrom.com

pw: groveandriver

+1 971 256 2130

brittamlundstrom@gmail.com

linkedin /britta-lundstrom

Highly experienced, energetic and influential creative leader with 15+ years of industry expertise and a human-centric approach to managing teams and operational efficiency. Proven track record in leading, managing and directing multiple creative teams in fast-paced, deadline-driven, high volume environments. Cross-functional, culturally adept collaborator skilled in managing stakeholder communications. Resilient, results-oriented and strong ability to prioritize even in ambiguous environments. Deep experience in the development, creation and execution of creative briefs. Curious, lifelong learner and design thinker who brings extensive global brand creative experience in sports/outdoor and other world-class brands.

Pinch, Los Angeles, CA/New York City, NY (Remote)

Senior Creative Director

05/2024 - Present

Immersive design studio focused on live events and innovative brand experiences. Client partner to world class brands including Amazon, Nike, Lululemon and Google.

- Lead the agency's creative team across spatial and visual design, writing, editing, motion and creative strategy.
- Assess and build operational model and develop strategies for organizational effectiveness.
- Oversee the day-to-day business and responsible for the quality of the output as well as the efficiency of the team.
- Involved in initial brief-ins on all projects for creative oversight and guidance.
- Lead concept and creative direction on multiple concurrent projects.
- Spearhead new business initiatives and RFPs.
- Manage stakeholder communications and client relationships.

Thesis, Portland, OR (Remote/Hybrid)

Head of Creative (Executive Creative Director), Sr. Leadership Team

02/2022 - 05/2024

Design Director, Nike

04/2020 - 02/2022

Full service digital agency and client partner to world class brands including Nike, Adobe, Spotify and HP.

- Led the renowned digital agency's team of creative and design directors and oversee Thesis' full creative department of 75+ employees across design, writing, motion and editing.
- Managed the Nike creative studio, overseeing omni-channel creative operations and direction for digital work streams. Responsible for oversight of >95% of NIKE NA's Consumer Direct Marketing creative output.
- Structured organizational design and scaled the Nike design team from 9 to 39 employees in 2021, offering fully resourced support to key client accounts across multiple partnerships.
- Defined and implemented operating models, and streamlined processes for creative development, design and production.
- Led the build-out of a significant design system library in Figma that was adopted and implemented client-side.
- Ensured high-volume, fast-paced project delivery while maintaining creative excellence.
- Developed flexible resourcing model for stretch assignments and professional advancement; Created individual employee development plans and reduced turnover.
- Responsible for financial health of the creative department, including budgeting, reporting, resourcing, and scoping.
- As part of Agency Senior Leadership Team, lead planning initiatives, develop OKRs and departmental KPIs, maintain client relationships, and handle crisis management across key accounts, including Nike, Adobe, Taco Bell, HP, and Spotify.

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Slumberkins, Vancouver, WA (On-site)

Art Director (Creative Lead)

07/2019 - 04/2020

Fast-scaling women-owned and led early childhood education company focused on promoting early emotional learning.

- Head of brand creative and strategy, and led art direction and execution of cross-channel brand marketing initiatives for branding, product launches, and campaigns.
- Designed digital products and experiences for eCommerce and DTC.
- Oversaw photo and video shoots, providing creative direction from pre-production and on-site execution to post-production.
- Managed creative budget, external vendors and freelance creative partners.

Evelyn & Bobbie, Portland, OR (On-site)

Art Director (Creative Lead)

06/2017 - 02/2019

Design-driven intimate apparel early-stage company offering comfortable, inclusive bras and underwear.

- Brand creative lead and art director for scaling DTC women's apparel business.
- Conceived, created and managed cross-channel marketing creative from concept to execution and market launch.
- Led creative strategy and art direction, UX/UI for eCommerce site and promotional marketing messaging.
- Oversaw and directed multi-day photo and video shoots, and managed creative vendors and freelance partners.
- Implemented processes and workflow efficiencies within the marketing department.

Britta Lundstrom

12/2013 - 04/2020

Creative Director, Freelance

Nike

02/2017 - 07/2017

Creative Lead, Contract

Herb Pharm

06/2016 - 01/2017

Sr. Graphic Designer, Full-time

Nike

10/2015 - 06/2016

Design Manager, Global Sales, Digital GTM, Contract

Cvent

09/2014 - 09/2015

Sr. Graphic Designer, Full-time

Evanta

11/2013 - 08/2014

Graphic Designer, Full-time

Sony DADC

12/2006 - 11/2013

Creative Lead, Europe (Multimedia Design), Full-time

Education

Bachelor of Arts (B.A.)

DIT Deggendorf Institute of Technology, Deggendorf, Germany

Other

Bilingual English/German