# Tony DeKleine / Creative Director

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## Summary

Creative Director with 16 years of experience building brand systems, digital experiences, and multi-channel creative for startups, global brands, agencies, and independent clients. I lead work from strategy through execution, partnering closely with writers, strategists, developers, and executive stakeholders to shape clear ideas and turn them into strong, cohesive output. My background spans independent consulting, studio leadership, enterprise-scale agency work, and embedded in-house design, giving me a sharp point of view on how to build brands that work on screen, in space, and in culture.

## Experience

### Design Director - Principal / TDK Creative / 2010 ∞

Lead end-to-end brand launches for founders, executives, and internal teams across strategy, identity, web, and art direction. Operate as a principal-level creative partner, building the right team for the project and carrying work from workshop through shipped brand systems, websites, and launch assets with a high level of craft, resourcefulness, and executive presence.

**Clients Include:** Stoke Space, Vitality, Airbnb, Marriott, P&G, Tradlands, Made Trade, Samsara

### Associate Creative Director / AKQA / SF via PDX / 9-2021 — 10-2025

Joined AKQA on a contract engagement for Coca-Cola and converted to a full-time role within three months. Led brand, digital, and campaign work for enterprise clients while managing up to six direct reports and guiding cross-functional teams of 10 to 12 across strategy, copy, and design. Drove creative reviews, client presentations, system building, and mentorship while maintaining a high level of craft across large, complex programs.

**Clients include:** Culligan, SpaceX, Coca-Cola, Nike, AstraZeneca, Starbucks

### Design Director / Butchershop / San Francisco / 7-2015 — 2-2020

Started as a Senior Designer and grew into a Design Director role with responsibility for creative output, team leadership, and client presentation across large brand programs. Led workshops, concept development, design explorations, timelines, photo shoots, and cross-functional teams to build cohesive brand experiences across print, digital, environmental, and product touchpoints.

**Clients include:** Nike, Facebook, Lennar Multifamily Communities, Expanse, Amplified, C3.ai

### Graphic Designer / Apple / Sunnyvale / 1-2015 — 7-2015

Worked as an embedded contractor within Apple's Marketing & Communications team, designing for apple.com during a major period of product and platform evolution. Focused on product microsites and the 2015 relaunch of apple.com, sharpening my ability to solve highly refined design problems within one of the world's most exacting brand systems.

**Products Include**: Apple Watch, MacBook Pro, iMac, OS X El Capitan, iOS 9, apple.com relaunch

### Senior Visual Designer / Fluid / San Francisco / 5-2010 — 1-2015

Started in a junior design role and grew into a senior position quickly while working across large-scale ecommerce and digital experience programs. Built design systems for complex websites, collaborated with large UX and design teams, and learned how to operate inside high-scope client environments with speed, accountability, and attention to detail.

**Clients include:** Google, The North Face, Oakley, JanSport, Puma, Calvin Klein, L.L.Bean

## Education

Academy of Art University / Computer Arts & New Media / 2008 — 2010

## Core Skills

Creative Direction, Brand Identity Systems, Brand Strategy, Digital Design, Art Direction, Design Systems, Visual Storytelling, Team Leadership, Cross-Functional Collaboration

## Tools

Figma, Keynote, Photoshop, Illustrator, InDesign, Premiere, After Effects, Lightroom, G-Suite, Framer