

Anthony Hall

Executive Creative Leadership



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Driven, experienced, entrepreneurial senior creative leader with proven abilities in strategic development and deployment of creative and visual solutions, enterprise user experience management, brand, and web initiatives.

Ability to drive total experience across all media including web, packaging, printed materials, and industrial design.

Skillful problem solver and strategic thinker with a track record of hiring, leading, and inspiring successful multi-disciplinary creative teams.

<http://www.manonfire.com>

<http://www.manonfire.com/portfolio>

<http://society6.com/IAMMOF>

<http://instagram.com/iammof>

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Mojio | Campbell, CA | 2018–Present

Head of Design

Responsible for developing and leading the implementation of all Mojio design operations and processes. Mojio apps are currently used by over 1 million customers of global mobility carriers, including T-Mobile Global, Telus, and Bosch to name a few.

- » Successfully launched Force by Mojio fleet manager and driver mobile app including web application portal for small businesses with small vehicle fleets.
- » Led creative execution of next version IoT mobile apps for iOS and Android with focus on shifting design patterns for platform agnostic experience.
- » Led all research and persona development in support of user centered design and thinking.
- » Created and implemented aesthetic, user-centered design paired with usable, intuitive interfaces for desktop, web, and mobile applications.
- » Led all mobile app design processes and design operations across iOS, Android platforms and web portals for major telecom carriers supporting over a million users.
- » Built in-house, high-performing, multi-disciplinary team of designers.
- » Implemented formal processes to maximize efficiency and output of team.
- » Extensively leveraged user scenarios and stories to develop full-flow wireframing in support of design execution.

Flex | San Jose, CA | 2015–2018

Global Creative Director

Responsible for global rebrand rollout - from "Flextronics" to "Flex" - including Web, collateral, and facilities for over 100 sites in 35 countries. Hired and managed a global team of creative professionals, developing the strategy and directing the execution of a highly successful rebranding exercise.

- » Executed, managed, and extended \$26 billion global brand.
- » Responsible for \$8.1 million budget.
- » Managed multiple global agencies throughout rebranding process.
- » Cultivated and managed relationships throughout all departments of an organization spanning 12 distinct vertical industries, facilitating open collaboration across the enterprise.
- » Launched and maintained a brand platform that supports seven global regions with multiple print production vendors.
- » Built highly dynamic, global multi-disciplinary creative and experience-focused teams.
- » Led all corporate internal and external events including creative strategy, direction, production management, and execution:
 - Analyst / Investor Day, 100+ (plus waiting list), \$900K budget
 - Internal Leadership Summit, 430 attendees, \$1.2M budget
 - Sales Summit, 400+ attendees, \$1M budget
 - Consumer Electronic Show, 1000+ Flex attendees, \$1.7M budget, ROI for 2017 show was over \$300M
- » Drove global brand education and developed design Center of Excellence.
- » Led creative for brand experience and design for global design and innovation centers.
- » Developed and delivered detailed brand guidelines for internal and external practitioners for master brand and global sub-brands.
- » Provided creative direction and agency management for multiple high-end fashion/technology customer brands including concepts, mockups, industrial design, packaging, literature, print techniques, and go-to-market processes

for production and execution.

Mimosa Networks, Inc. | Campbell, CA | 2014–2015

Director, Brand Experience

UX, UI, visual design, industrial design, art direction.

- » Responsible for all brand touchpoints, from corporate identity through product design.
- » Drove product industrial design, packaging, labeling, branding, user documentation, quick start guides, and registration experience.
- » Created and championed rebranding of the company's identity. As a result, the brand has greater scalability, is current, flexible in use, and lends itself to stickiness in social media.
- » Directed the creation of UX/UI strategies, framework, wireframes, visual direction and language for the company's cloud software tools.
- » Directed the design, development and maintenance of the corporate website.
- » Drove corporate brand across products and all external outlets.
- » Art-directed and developed new marketing collateral creating a consistent, scalable, world-wide brand.

Bill.com | Palo Alto, CA | 2011–2014

Sr. Director, User Experience

Responsible for enterprise UX engagement, UI, visual design, art direction, web development, and deployment.

- » Developed and implemented UX/UI strategies, defining a visual language for the business application (app.bill.com) and companion mobile application (HTML based).
 - Directed creation of UX product specs, UI framework, wireframes, visual direction and language.
 - Worked closely with the product managers and consulted on all levels of feature specs.
- » Collaborated with customer support to identify call drivers and develop solutions to drive down call volumes.
- » Worked with sales team to develop more refined communication and enhanced visuals for onboarding and user acquisition resulting in a 25% increase within 3 months of deployment.
- » Recruited, hired, and mentored a cross-discipline team responsible for in-application UX writing, answers knowledge base, UX development, clickable models for user testing, technology decision making and planning, and more.
- » Directed the daily maintenance and development of Bill.com and developer.bill.com.
- » Led the strategy and development of ground-up approach to rebuild the primary in-bound function, the applications Inbox, for processing items into the Bill.com platform.
- » Created processes to reduce development time using a 'build-in-advance-model' system.
- » Collaborated with the engineering team to build working models—essentially modules—that were easily added to the platform faster and more efficiently, resulting in large reductions in resource cycles.
- » Spearheaded brand refresh, developing a unified brand across four verticals for B2C and B2B customers, educating and creating brand ambassadors internally and with customer base.

2Wire, Inc. | San Jose, CA | 2003–2010

Director, Brand Marketing

UX, UI, visual design, art direction, web development and operations.

- » Recruited and managed a high-performance, multi-functional, multi-disciplinary team recognized in third-party assessment as top 2% of Company's employee engagement.
- » Integrated all web property metrics and project management into a centralized dashboard accessible by executives and key cross-functional stakeholders, allowing faster access to key metrics, website usage, information, and problem reporting.
- » Established successful processes for interdepartmental collaboration with creative team defining workflows and ownership of responsibilities.

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Skills

- » Builder of highly proficient, dynamic, synergistic, high-output, multi-disciplinary creative teams.
- » Product ID, branding development and presentation.
- » Developer and driver of premier experiences.
- » Program and project management.
- » Systems integration.
- » Stakeholder and relationship management.
- » Rapid UI prototyping and implementation.
- » Expert with current design tools.

- Developed desktop applications to maximize team member efficiency in time and project tracking.
- Processes and implemented tools created greater visibility into the workflow pipeline for the team and yielded a 25% time savings in project management.
- » Defined strategies to create compelling, innovate user experiences for 3 screens and enterprise applications.
- » Oversaw authoring of workflows, site maps, and wireframes to solidify directions, plans, and visual design.
- » Directed UI framework, visual design framework, design language, style guides and design patterns to support use cases and user testing scenarios from customer acquisition to retention.
- » Structured and streamlined successful UX/UI and visual design development processes resulting in a 50% savings in development time, drastically improving hand-off time to engineering teams.
- » Directed roadmap, development and delivery of fully functioning clickable models. Models ensured quicker delivery of training, product demos, documentation, and improved 2Wire sales team and channel understanding of the product.
- » Successfully architected the development, launch, experience, maintenance and feature upgrades of all 2Wire web properties including 2Wire.com, my2Wire.com (intranet), partners.2Wire.com, events.2Wire.com, support.2Wire.com and all micro sites developed for corporate events.
- » Directed all required financial investments relating to equipment, software, and staffing with total ownership of all web operations.
- » Identified and developed additional tools and campaigns to drive previously unrecognized revenue through web properties with measurements on ROI and technology platforms utilizing the heavier trafficked aspects of the web properties.
- » Established the model for write-once-publish-everywhere, maximizing efficiency of content strategy framework.
- » Oversaw development of social media strategy and deployment.
- » Managed a \$4M operating expense budget, optimizing spending to maximize ROI and achieve corporate objectives on time and on budget.
- » Maintained partnerships with customers to ensure highest brand conformity for their product launches and marketing materials driven through channel programs.
- » Developed custom 2Wire and partner branded packaging for the full portfolio of hardware and software products delivered by 2Wire worldwide.

Incyte Genomics, Inc. | Palo Alto, CA | 2001–2003

Intranet Web Manager

Code development, visual design, and user experience.

- » Planned and managed execution of internal communications tools.
- » Launched successful self-service publishing model to support company communication objectives.
- » Streamlined publishing process making content publishing available to all employees.

Docent, Inc. | Mountain View, CA | 1999–2001

Sr. Web Engineer

- » Planned, developed, and delivered of all corporate web properties including budgeting, staffing, and day-to-day operations.
- » Responsible for all UX, UI and visual design executions.

Solutions Point, Inc. | San Jose, CA | 1998–1999

Multimedia Consultant

- » Art directed and led visual design and development for Flash-based CRM training modules.
- » Daily interactions with customers clients on status and strategy with respect to art direction and courseware development.

Lam Research, Inc. | Fremont, CA | 1996–1998

Sr. Hypermedia Specialist

- » Delivered support tool graphical interface development for capital equipment.
- » Developed and automated cross-functional content publishing and delivery pipelines.
- » Reduced publishing times to create product support CDs, increasing support product margins by more than 50%.

United States Navy | San Diego, CA | 1985-1995

- » Honorably discharged, highly decorated.
- » Winner of Navy Achievement Medal.

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