

BIAGIO GOETZKE

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Education

B.S., Mechanical Engineering
The Cooper Union for the
Advancement of Arts and Science
New York, NY
Tau Delta Phi | Dean's List

Certificate,
HTML, CSS, & JavaScript
CodeCademy | 2019

Major Clients in UX and Creative Projects

Adobe
Apple
Barnes & Noble
Chanel
[Chicco](#)
Cirque du Soleil
Digitas
[Disney](#)
Dolce & Gabbana
EA
[FIFA](#)
[Ford Models](#)
Freemantle
GameStop
[Johnson & Johnson](#)
LEGO
Louis Vuitton
MAC Cosmetics
[Marilyn Agency](#)
McCann
Motorola
[MTV](#)
NBA
Nike
[ServiceChannel](#)
[Sesame Street](#)
Sony
Pearson Television
[Port Authority of NY & NJ](#)
Viacom
Walmart
Warner Bros.
[Y&R](#)

Senior Product Designer / UX

- Creating Stories through Visual Experiences •

*Award-winning Product Designer/UX and Information Architect
with a passion for creating useful beauty.*

*Builds recognition through evocative storytelling
in high-visibility projects for global brands and Fortune 500 companies.*

*Taps into artistic talents to capture client vision
and delivers innovative products.*

Experience

Head of Product / UX | The White Company | NYC
06/2018 – Present

*Leads brand experience for cryptocurrency start-up to integrate blockchain
technology with consumer products and solutions.*

- Built brand strategy through conceptual and creative execution in digital campaigns, E-commerce, and website architecture.
- Directed completion of company responsive site for successful and immediate launch inside of three months.
- Created integrated web platform that seamlessly presents and serves up six independent business products: stable coins, crypto exchange, merchant processing, debit card, luxury purchases (E-commerce), and investments.
- Leverages experience and network in luxury product markets to support development efforts of consumer-facing product.

Lead Product Designer / UX | ServiceChannel | NYC
11/2017 – 05/2018

*Played instrumental role as creative strategist for legacy and new products at
B2B facility management software company with clients in over 60 countries,
including Apple, Nike, Walmart, and Lego.*

- Overhauled legacy software for ServiceChannel's integrated facilities management platform for its newest iteration, FIXXBOOK.
- Designed hi-fi wireframes with preliminary consideration of visual design for Field Tech Manager platform to deliver time-conscious solutions including work order submission, building automation and scheduling, and vendor management.
- Built new mobile app (iOS and Android), SC Mobile, with cutting-edge integration of maps, rating systems, alerts, and contractor database.

Executive Producer, UX/Visual Designer | Modstar | NYC
10/2010 – 10/2017

Spearheaded advertising vision for award-winning digital production agency with one of the deepest benches of talent in integrated digital.

- Established long-term, seamless working relationships with world-class clients including McCann, Sesame Street, Y&R, Freemantle, and Viacom.
- Built high-profile master team of digital creative talent to form unique combination of artistry and perspective in development of mobile apps (iOS and Android), B2B websites, and consumer-facing websites.
- Managed Creative team to develop business-driven solutions for reach and engagement through digital and video media campaigns.
- Designed comprehensive digital strategy and execution across integrated spectrum including mobile applications, websites, OLM, and video.

Executive Producer, UX/Visual Designer | Heavenspot | LA
03/2007 – 09/2010

Directed Creative and Technology divisions and led large teams through successful completion and rollouts of worldwide integrated marketing projects.

- Spearheaded top projects and managed 15+ high-profile clients such as Disney, Motorola, EA, Digitas, and Adobe.
- Boosted profitability by 35% for Adobe account through viable concepts that identified added client benefit and resulted in additional work.
- Forged relationships with world-class clients and secured repeat business for subsequent campaigns.

Senior Creative, Film and Video Director/Producer | iNDELIBLE | NYC
2006 – 2007

Instrumental member of Creative team at industry-leading agency that produced unparalleled style in marketing and advertising for clients in the fashion, electronics, and entertainment spaces.

- Played key strategic and creative roles on projects for international brands, such as Sony, Chanel, and Ford Models for global marketing and media projects.
- Produced and directed backstage Fashion Week trend videos filmed in New York, London, Milan, and Paris for MAC Cosmetics.
- Managed online video production including filming, editing, post-production, site design, and online integration.

Awards

Webby Nomination | Disney's Tron: Legacy Interactive Site
Inductee, Smithsonian Innovation Collection | Children's E-Learning

Outreach and Volunteering

DJ and Event Music Producer | Beauty for Freedom Event, NYC
Physics Tutor | East Harlem Tutorial Program

Software and Technology

Expert Sketch | Photoshop |
Lightroom | InDesign | Keynote |
Invision | Zeplin | MS Office

Intermediate HTML | CSS |
JavaScript | Unix | PHP | Illustrator
| After Effects | Premiere | Atom

Areas of Expertise

Product Design / UX

Business Goals • E-Commerce •
Information Architecture • Product
Vision • Strategy • Usability Testing
• User Design Interface • User
Experience • Visual Design •
Wireframes

Digital Production

App Development • Art Direction •
Brand Experience • Digital
Marketing • Digital Strategy •
Graphic Design • Interactive
Advertising • Integrated Marketing
• Mobile • Online Marketing •
Production • Project Management •
Photography • Social Media •
Storytelling • Video • Web Design

Technology

Android • AR • Blockchain • iOS
Development • Mobile Devices •
Unix • Web

Business Development

Account Management • B2B •
Branding • Contract Negotiation •
CPG • Engagement • Social
Networking • SOW Writing •
Stakeholder Relations

Industries Served

Advertising | Augmented Reality |
CPG | Cryptocurrency | Education |
Electronics | Entertainment |
Fashion and Beauty | Interactive
Games | Luxury | Major League
Sports | Mobile | Retail | Sports
Apparel | Software