

# Nirav V. Patel

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## Professional Summary

Creative Director and Experience Designer with 20+ years of shaping human-centered storytelling for global brands, agencies, and enterprise organizations. Bridges strategy, technology, and design craft to make complex ideas emotionally resonant. Expert in motion, digital, and experiential design, with recent focus on Generative AI and enterprise storytelling.

## Core Competencies

Creative Direction • Experience Design • Brand Storytelling • Motion Design •  
Generative AI • Digital Strategy • Leadership & Mentorship • Campaign Development •  
Emerging Tech Integration • Visual Design Systems

## Experience

### 2018 – 2025

Oracle — Associate Creative Director, Account Experience Marketing | Austin, TX

- Led creative storytelling and campaign experiences for Oracle's global sales organization, supporting multi-billion-dollar Cloud service engagements.
- Translated complex enterprise narratives into emotionally resonant brand experiences across digital, motion, and in-person channels.
- Partnered cross-functionally with strategy, sales, and marketing to drive customer engagement and retention.
- Mentored junior creatives and established quality benchmarks for creative storytelling.
- Pioneered use of Generative AI and immersive formats in customer and event content.

### 2010 – 2018

McGarrah Jessee — Motion Designer / Digital Designer & Developer | Austin, TX

- Produced motion and video content for iconic brands including Whataburger, Shiner Beer, YETI, Frost Bank, and Costa.
- Delivered integrated campaigns across digital, social, and retail environments.
- Blended hands-on technical production (VFX, 3D, interactive) with brand storytelling and design craft.

- Supported creative direction on cross-channel marketing programs that elevated brand visibility.

## **2004 – 2008**

GSD&M — Interactive Studio Manager | Austin, TX

- Helped establish and scale the agency's interactive practice, leading a multidisciplinary production team.
- Built internal creative systems, collaboration tools, and best practices for digital production.
- Directed digital content for clients including BMW, AT&T, Kohler, and U.S. Air Force.
- Fostered a creative culture focused on innovation, accountability, and cross-functional learning.

## **1999 – 2001**

Lot21 Interactive— Technical Designer | San Francisco, CA

- Pioneered early interactive advertising formats (rich media, video-integrated banners, and email campaigns) for tech and consumer brands.
- Contributed to groundbreaking online campaigns during the first digital marketing wave, including Pets.com.

## **Education**

MBA, Healthcare Administration — University of Miami

BS, Hospitality Management — University of Houston

## **Technical skills**

Generative AI • Adobe Creative Suite (After Effects, Photoshop, Illustrator, InDesign) • Motion Graphics • Cinema 4D • Mettle 360/VR • Interactive Design • Video Production • 3D Modeling (Blender) • 3D Printing

## **Soft skills**

Creative Leadership • Collaboration • Adaptability • Mentorship • Business Acumen • Strategic Storytelling • Cross-Department Communication