



NICK KIDD

Wonder Director | Ops Innovator | Midnight Oil Connoisseur

NickKidd.net
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I'm an **award-winning creative leader** with over a decade of experience guiding work across branding, B2B, B2C, UX, and more. I thrive concepting bold ideas and leading passionate teams that chase them without fear. From global Snapdragon campaigns to award-winning work for Audi, I've led crews through late nights, big swings, and bigger wins. My leadership is structure where it matters, and freedom where it counts. I'm constantly pushing for innovation in design and operations, working to eventually become ECD or run my own agency. I'm a true midnight-oil connoisseur. I thrive on the pursuit of better, helping teams create work that inspires, performs, and makes people actually give a damn.



AWARDS

Gold Marcom
2024 - Freelance

32 Under 32
2019 - Ad 2 Dallas

Gold National Addy
2018 - Audi

2 Silver National Addys
2019 - Audi

**Lürzer's Archive's 200
Best Illustrators**
2018 - Audi

Gold DSVC Award
2018 - Audi

EDUCATION

Texas Tech University
Bachelor of Arts (BA),
Advertising (2010 - 2014)

SKILLSET

- Creative management
- UX/UI
- AI
- Campaign concepting
- Digital & print design
- Copywriting
- Branding
- Client relations
- Pitch deck building

FUN FACTS

- I'm writing a book
- I'm a D&D Dungeon Master
- I play guitar

ASSOCIATE CREATIVE DIRECTOR

Dec 2024 - Now

Transmission Agency

Client: Qualcomm

- Directed 2 library photoshoots for Snapdragon
- Storyboard, pitched, and co-directed a global campaign including 2 video shoots, 1 animation, 2 photoshoots, web banners, sales enablement, and long-form content
- Created an automated system for job intake
- Led agency new business pitches and lead generation

DESIGN DIRECTOR

Oct 2022 - Now

Pathfinder Studios

I work side by side with our CEO to oversee every level of creative, along with managing designers, developing new business, forming the creative vision, and creating beautiful and innovative experiences from complex systems. I've led UX and marketing on beautiful websites and powerful SaaS products, and I am often the main contact for our clients.

- Maximized the output of the team by creating a structured workflow
- Wrote detailed proposals for high-budget RFPs
- Managed cross functional teams across multiple agencies
- Prototyped and directed complex UX to achieve design KPIs
- Elevated agency branding, website, and spearheaded outreach
- Directed UI, color, user flow and experience of complex products
- Built pitch decks and led business development
- Managed traffic, growth and direction of the design team
- Enhanced client relations, in some cases operating as interim CPO
- Met with clients weekly to discuss status, timing and future opportunities

SENIOR ART DIRECTOR

Oct 2020 - Oct 2022

Transmission Agency

Clients: Software AG, HP, F5, Poly, Nutanix, AMD and Citrix

- Elected chair of Associates Board of brand, culture, and retention
- Wrote the creative process and directed agency overhaul in workflow
- Worked on executive level projects to create pitch decks, brand audits, and workflow templates
- Directed award-winning campaigns and new business pitches
- Oversaw international digital campaigns from inception to delivery
- Over-delivered on short deadlines and consistently produced upsells
- Assisted across departments to increase inner-agency collaboration

ART DIRECTOR

Feb 2015 - Oct 2020

TracyLocke

Clients: Audi, Samsung, T-Mobile, Pizza Hut, Pepsi, SC Johnson, many more.

I began as a Studio Artists managing the high output needs of global brands and quality checking every piece that left the agency. Then worked my way up to be an Art Director for Audi and Samsung leading award-winning work.