



Clay Colwell

Creative leader focused on connecting brand storytelling with performance marketing & product experience. I partner with cross-functional teams to create work that delivers both strategic positioning and measurable business growth.

Skills

Product-Market Fit
Brand Performance
Content Strategy
Video Production
Project Management
Direct Marketing Strategy
Conversion & Adoption
Product Market
Go-to-Market Strategy
Category Definition
POS Design
Monetization Strategy
Retail Branding
Environmental Technology
Fundraising Strategy
Way-finding Design
Conversion & Adoption
Brand & Product Ecosystems
Behavioral Economics
Competitive Landscapes
Social Marketing Strategy
Vendor Relationships
Product Roadmaps
Training Materials
Investor Presentations
Pitch/Proposal Decks
Streaming/Broadcast Advertising

Education

Bachelors of Art in Design

St. Edward's University
2002-2006

High School

Incarnate Word Academy
1996-2001

Work Experience

CONTENTFUL

2023 - 2025

Senior Director of Brand & Creative

- Scaled a design team from 1 to a 15-person in-house agency spanning brand design, UX/UI, copywriting, content, video production, and marketing operations.
- Managed a ~\$2M annual marketing budget covering hiring, contractors, research, brand campaigns, agency partnerships, and marketing tech.
- Partnered with internal web teams and Work & Co to rebuild the Contentful.com design system and deploy a scalable, modular content model within the CMS.
- Collaborated with Product Design on AI research to assess and prototype
- Built and optimized an in-house/agency hybrid model to maximize creative output and budget flexibility in the absence of a CMO.
- Coached and grew creative leadership while directly contributing to year-over-year enterprise revenue growth through improved brand and demand alignment.
- Worked closely with Product Marketing to develop full-funnel messaging frameworks, strategic content pillars, and high-impact tentpole campaigns.
- Refined the brand's personality through collaborative workshops—resulting in updated visual brand guidelines, voice & tone, and positioning.
- Established scalable creative processes by hiring and mentoring project managers; mapped cross-functional needs to streamlined workflows for both product and marketing initiatives.
- Led AI tool discovery and field research, identifying opportunities to drive efficiency and creative acceleration across global marketing teams.
- Directed brand research efforts—including qualitative interviews and message testing—that shaped the company's largest brand campaigns to date.
- Spearheaded the selection and implementation of Bynder as the central DAM, integrating it with Adobe Creative Cloud, Contentful, and Google Drive for streamlined asset management.
- Built data-driven creative testing frameworks that informed iterative ad development, driving performance across acquisition and retargeting channels.



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Brands

Target
 BET
 PayPal
 CVS Pharmacy
 State Farm
 Howler Bros
 ON Apparel
 Jenni's Ice Cream
 Vodaphone
 Heinz
 Kentucky Fried Chicken
 BigCommerce
 Contentful
 Austin City Limits Live
 ACL Music Festival
 Lollapalloza
 City of Austin
 Zilliant
 ALTR
 OJO Labs
 Solo Stove
 Feedonomics

Products

Dun & Bradstreet
 Netspend
 OJO Labs
 VAST
 Genscape
 Conceivable
 Atlassian
 Civil Maps
 Unseen
 Aceable
 BigCommerce
 Atlassian
 Stratfor

Work Experience

BIGCOMMERCE

2018 - 2023

Senior Director of Brand & Creative

- Built a high-performing, multidisciplinary design team by 5x—expanding capabilities across UX, brand management, video, and organic social strategy.
- Led a customer journey initiative that mapped end-to-end user experiences—from potential buyer personas to active users—by introducing new research methods, trans-disciplinary workshops, and proprietary product-to-marketing frameworks, improving alignment and customer focus.
- Established new operational efficiencies by hiring and mentoring project managers embedded within the design team; tailored stakeholder-specific workflows for product and marketing initiatives.
- Defined a new set of brand attributes aligned with competitiveness, quality, scalability, time-to-market, and user personas across lifecycle stages.
- Launched a bifurcated website experience for core audiences in 25% of the planned timeline, contributing to a 400% increase in qualified leads.
- Partnered with building operations and architectural firms to embed brand identity into office design, enhancing the employee experience and workplace culture.
- Mentored new managers on leadership, HR navigation, and cross-functional collaboration. Coached direct reports on performance, direction, and team dynamic/communication.
- Developed and implemented new intake processes, accelerated review cycles, and cross-departmental prioritization systems aligned with quarterly goals.
- Founded BC Design Labs, a strategic design organization connecting brand and product designers with their audiences and fostering design best practices across the company.

THINKTIV

2014 - 2018

Creative Director

- Shaped creative strategy while overseeing direction of a multidisciplinary design team, in a trans-disciplinary environment of data scientists, insights analysts, financial strategists, technologists, and architects.
- Recruited and directed design team focused on UX, UI, branding, and overall product design.
- Lead design and storytelling of pitches which ultimately converted to large budget client relationships.
- Managed estimates, budgets, and burn triage for clients via Harvest, while applying constrictions to road-maps.
- Created product road-maps for the strategic market placement of new products, while developing connected brand stories parallel to launch.
- Worked with clients on post-launch activities such as PR strategy, direct acquisition, product testing, identifying new marketing strategies, & design support.
- Served as a primary account contact, utilizing a hands-on approach of bringing teams and clients together to collaborate.
- Developed and implemented design processes appropriate to Thinktiv's collaborative team and client work-flows.

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Applications

Adobe Suite (AI, PS, IN, LR)
Google Suite (Docs, Sheets, Slides)
Figma
After Effects
Midjourney
Kling.ai
Sketch
HTML
CSS
Javascript
Wordpress
Craft CMS
Contentful

Industries Impacted

Fintech
Ecommerce
Content CMS
Healthcare
Real estate
Higher Education
HR Development
Hospitality
Fashion & Lifestyle
Sports & Music
Cyber Security
Political Strategy
Automotive

Contributions

St. Ed's - Design Curriculum Advisor
Art Director's Club - Portfolio Reviews
Flatstock 12 - Student Contest Winner
Founder - Command G Design Group

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AUSTIN • TX

contentful.com

bethefineline.com

claytor451@gmail.com

dribbble.com/thefineline



Work Experience Continued

NETSPEND

2010 - 2014

Art Director

- Supported the building of a multidisciplinary creative team from 2 to 25; including visual designers, product designers, copywriters, project managers, & producers.
- Initiated a comprehensive branding campaign for NetSpend Online and executed key steps in building a vision for the product roadmap.
- Designed unique interfaces for NetSpend's account platform based on comprehensive research studies + extensive QA testing.
- Created new packaging designs for NetSpend branded products and worked with retail team to create more engaging in-store marketing experiences and improve POS acquisition.
- Oversaw art direction of all photo shoots, commercials, and product videos.
- Created brand identities for multiple B2B tech services & B2C partner programs including BET, Target, PayPal, & Western Union.
- Designed and directed the branding of the corporate site (\$10M in annual revenue) with the direct marketing team, while applying a cross-channel style guide system.
- Led redesign and branding of new office spaces including murals, signing, way-finding, furniture and art selections, as well as custom fabrications.

RURAL ROOSTER

2008 - 2010

Senior Designer

- Graphic design and web design for various assets for roster of SMB clients.
- Designed promotional material, swag and albums for various music artists.
- Managed all aspects of screen-printing and in-house production

C3 PRESENTS

2006 - 2007

Designer

- Delivered concepts and designs for various events including Austin City Limits Music Festival, Lollapalooza, and Blues on the Green.
- Designed identify collateral for various artists including Perry Farrell, Ben Kweller, Discovery race team.
- Created signage system and way finding for event productions.