

# TYLER GILLESPIE

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STORYTELLER. FILMMAKER. MUSICIAN. STRATEGIST. CURIOUS TINKERER. PERMANENT RESIDENT OF WONDERLAND.

*Innovative Creative Strategy Leader with experience in diverse industries. Proven history of directing teams to develop and implement innovative and creative omni-reality experiences. A strong leader with exceptional collaboration and interpersonal skills.*

## CORE SKILLS

*Creative Storytelling | Human Centered Brand Strategy | Innovation Framework Development | Creative and Art Direction | Omni-Reality Marketing | Branding + Visual ID Development*

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## EXPERIENCE

2022 - 2023

### **Creative Strategy and Experience Director**

*Accenture- A Global Technology Service Company*

*With over 13 years of experience in film/tv, creative direction and strategy, I am an Experience Director and Creative Strategist at Accenture, leading and delivering innovative solutions around spatial design, omni-reality marketing, and storytelling. My team focuses on an emerging technology field that blends physical and digital worlds through story mechanics and aesthetics, creating immersive and interactive experiences for diverse audiences and stakeholders.*

*As an IBM Certified Enterprise Design Thinking Practitioner, I apply a human-centric and collaborative approach to problem-solving and innovation, enabling me to craft compelling narratives and experiences that resonate with the client's needs and goals. I also have strong business consulting, branding, and brand strategy competencies, which help me align the creative vision with the business objectives and outcomes. My passion is to explore and shape the future of experience design and strategy and to seek magic, unfettered dreams, and a permanent wonderland residency.*

- Hired to realize a ~\$1B pipeline through market development activities like workshops, conferences, and demo building
- Led the creative direction for an omni-reality world build for a major CPG company.
- Led the creative strategy for a POC game design to impact the future of advertising and marketing.
- Led the Creative Direction and Strategy for a scaled approach to reinventing the seed-to-tree supply chain
- Led the creative direction of various client experiences for workshops, trade shows, and internal innovation teams
- Built many use cases demoing how to use Gen AI and Spatial Design/Computing to impact the aesthetics, mechanics, and brand stories of our major clients
- Mentor and manage creatives and strategists



2021 - 2022

### **Business Hacking Senior Manager**

*Globant - A Global Technology Service Company*

- Provided creative leadership, innovative product/experience strategy, brand expertise, and process/operational focus to our major accounts and clients.
- Worked with product and retail leadership at a major entertainment company to think through how to digitize their gold standard platform and what web3 foundations they could introduce at low risk.
- Introduced Design Thinking Methodologies to the leads of marketing for a major entertainment company and taught innovation frameworks to their leadership
- Worked directly with the CTO and leadership team of a major Entertainment Company to strategically tackle their commercial road map, including Dynamic Pricing for Tickets and Rooms and a re-imagined loyalty program.
- Advised a major travel and entertainment brand on their first steps into digital world-building

2019 - 2021

### **Principal Designer + Lead Design Strategist**

*ExxonMobil • Houston*

- Worked with global leadership on how to re-prioritize the projects for their business lines following the re-imagination of work during and after a global pandemic and global oil and gas downturn.
- Led the North American Consumer Marketing Business's re-imagination of their consumer-facing brand voice, messaging, and tagline development.
- Led the research, design, and facilitation of new strategies and methods for the North American Lubes Marketing business line based on growth targets.
- Implemented methodologies, strategies, practices, and measurement tools that would ensure an aggressive core business and new growth engine success in the Indonesian market.
- Led the design and development of a cross global market collaboration strategy and presentation that resulted in management investment.
- Led the research, design, and facilitation of a product MVP that would allow for greater transparency and accessibility to our customers in the European markets.
- Led the research, design, and facilitation of consumer workshops to ensure product-market fit for new business opportunities in our Chemicals Company.

Day-to-day work includes, but not limited to:

- Service Blueprinting for organizational excellence, and consumer-facing initiatives
- Workshop Design and Facilitation
- Customer and User Research, Synthesis, and Analysis
- Experience Design Concept Mapping and Risk Mitigation
- Storyboarding and Stakeholder Mapping

2011- 2024

### **Founder + Guide Thru Wonderland**

*Madhatter Coalition • Atlanta & Houston*

Madhatter Coalition was a Strategic Design Firm and Venture Studio for startups and mature businesses that are a true interface between startup agility and big enterprise innovation remits. We applied IBM Enterprise Design Thinking to work directly with entrepreneurs and business leaders to solve challenges related to Branding and Creative Innovation, Experience Design, Strategic Planning, Product Design, Consumer Engagement, and Operational Excellence.

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Day-to-day work includes, but not limited to:

- Business Plan Development
- Agency + 3rd Party Management
- Brand Identity Creation and Market Launch Planning including but not limited to website creation, marketing collateral, UX/UI development, logo and identity creation/development
- Experience/Interaction Design - Mapping and Risk/Scenario Planning
- Storyboarding and Narrative Development
- Customer Journey and Product Strategy Development
- Team and Project Management

## EDUCATION

2006 - 2010

B.A in Arts Application | Film + Design  
NC State University • Raleigh

2008

Film + Music Concentration  
University College Cork • Cork, Ireland

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## OTHER ROLES + EXPERIENCE

VP of Marketing

*Blue Tiger • Houston (2016)*

Creative Manager / Associate Creative Director

*CBRE • Houston (2016)*

Marketing Director + Brand Strategist/Creative Director

*Proveli • Atlanta (2015-16)*

Ecommerce Designer

*Hudson Booksellers • Atlanta (2012-13)*

Editor + Designer

*Interia Films • Atlanta*

*(2011-12)*

Editor + Designer

*Jerry's Art-a-Rama • Atlanta (2010 -11)*

