

Cameron High Design & Direction

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Experience

Director of Creative Development

TECHNOLOGY HUMANS AND TASTE (THAT), NEW YORK NY, NOVEMBER 2019–PRESENT

- Led dozens of creatives, strategists, technologists, and clients in creation of KidHQ, a multi-brand digital retail experience.
- Led hiring and mentoring of all agency creatives.
- Led creation of SOWs, project plans, and resource allocation.
- Clients include Walmart, Dell, and Sony.

Freelance Creative Director

NEW YORK NY, JANUARY 2018–NOVEMBER 2019

- Created an AR shopping experience to help launch Sam's Club's future of retail initiative.
- Lead 3 multidisciplinary teams in the creation of shoppable interactive film series.
- Launched Yabba Dabba Do!, a social campaign for Pebbles Cereal— promoting creativity and expression in children.
- Completely re-imagined digital banking products for US Bank.
- Agencies include Publicis Sapient, Colle+McVoy, Wunderman and THAT.

Associate Creative Director

HABERMAN, MINNEAPOLIS MN, AUGUST 2016–JANUARY 2018

- Led technical and creative teams across a variety of 360 campaigns.
- Worked with Account Planners to craft SOWs.
- Clients include Aura Cacia, Lorissa's Kitchen and Boston Scientific.

Associate Creative Director

MARTIN WILLIAMS, MINNEAPOLIS MN, JANUARY 2015–DECEMBER 2015

- Led creative for successful 360 campaigns for product launches.
- Led creative for several new business pitches.
- Clients include Wolverine Boots, Thrivent and Syngenta.

Senior Interactive Art Director

OLSON, MINNEAPOLIS MN, JUNE 2010–JANUARY 2015

- Conceived and crafted successful campaigns utilizing, but not limited to, broadcast, social, mobile applications, print and point-of-sale.
- Acted as lead Art Director during broadcast productions in Los Angeles and Vancouver.
- Collaborated with peers on numerous successful new business pitches, including wins for McDonald's, Yoplait and Discover Boating.
- Clients include Target, McDonald's, Sleep Number, Yoplait and Bissell.

About

After years of creating cutting edge digital experiences, I've learned so much—but one thing stands out—when you lead with empathy, kindness and trust, it brings out the incredible creative potential in everyone.

Other Experience

Volunteer

ISLANDS OF BRILLIANCE

Islands of Brilliance is a learning experience developed specifically for children and young adults on the autism spectrum. During a series of classes, I worked with a student on a poster design for a fictional movie.

Instructor

BRAINCO, MINNEAPOLIS

Developed relevant curriculum that focused on UX, strategic thinking, composition, typography, grid design, color theory, and best practices.

Mentor

UNIVERSITY OF MINNESOTA

Mentored students in the School of Journalism & Mass Communication at the University of Minnesota.

Education

University of Minnesota Duluth,
Bachelor of Fine Arts
Major: Graphic Design
Minor: Photography