

Cameron High

Creative Director

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Award-winning Creative Director with 15 years of experience playing with emerging technology under the guise of advertising to create work that's sometimes strange, but always effective. Currently leading and building teams with empathy, kindness, and trust to bring out the incredible creative potential in everyone.

Work Experience

Freelance Creative Director

SINGAPORE, NEW YORK NY, JANUARY 2022—CURRENT

- Led creative for Coach on a Metaverse pitch that explored the history of New York City nightlife.
- Led a global team of creatives, strategists, technologists, and clients in creating a virtual and real-life experiential event for SK-II, a luxury skincare brand. The project led me to Singapore, where I worked for a month leading up to the event.

Director of Creative Development

TECHNOLOGY HUMANS AND TASTE, NEW YORK NY, AUGUST 2018—JANUARY 2022

- Empowered, inspired, and led a diverse group of 20+ creatives, strategists, and producers.
- Led creative campaigns and products across a variety of mediums, including Extended Reality, Interactive Video, Broadcast, Documentary, and Experiential Retail activations.
- Shaped the agency's creative process for rapid ideation and creative exploration, with became part of a stand-alone propriety product.
- Partnered directly with C-Suite executives on building their brands by utilizing emerging technologies and innovative thinking.
- Led the creation of KidHQ, a multi-million dollar immersive retail experience for Walmart and Mattel.
 - 4M engaged views
 - 90% of shopping carts were sent to parents
 - 13-minute average experience
- Designed a virtual reality, live concert experience for TikTok and pop superstar Madison Beer.
 - 700,000 total views
 - 50,000 peak concurrent views
- Managed SOWs, project plans, and resource allocation.
- Creative lead on winning pitches for Sony, Criteo, and Dell.

Other Experience

Volunteer

MOVEMENT FOR FAMILY POWER

Designed a visual brand system for an activist group seeking to end the Foster System's policing of punishing families.

Instructor

BRAINCO, MINNEAPOLIS

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

Education

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

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Freelance Creative Director

NEW YORK NY, JANUARY 2018—NOVEMBER 2019

- Created an augmented reality shopping experience to launch Sam's Club's future of retail initiative.
- Launched Yabba Dabba Doo!, a social campaign for Pebbles Cereal.
- Re-imagined website, mobile app, and ATM for US Bank.
- Agencies include Publicis Sapient, Colle+McVoy, Wunderman Thompson, and THAT.

Associate Creative Director

HABERMAN, MINNEAPOLIS MN, AUGUST 2016–JANUARY 2018

- Created the first-ever cannabis campaign in Minnesota for LeafLine Labs, a medical cannabis cultivator.
- Design and facilitated the creation of a new online wellness community, called Noteworthy, for Aura Cacia.

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.
- Led a team of 10 designers and production artists for Target Holiday.
- Led creative for one of Sleep Number's first non-DTC creative efforts.

Interactive Art Director

POPULAR FRONT, MINNEAPOLIS MN, JANUARY 2006—JUNE 2010

- Worked on an early metaverse-type project named Hasbro Kids.
- Led in creating a comprehensive Find a Doctor tool for Cleveland Clinic, allowing users easily search from over 5,000 Doctors.
- Helped launch a new cereal, Wheaties Fuel, for General Mills.
- Assisted in the recruiting, hiring, training, and mentoring of creative interns.
- Named Employee of the Year in 2009.