



AYESHA MATHEWS WADHWA

Creative Strategist, Full-stack Designer & Entrepreneur

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SUMMARY

Cross-disciplinary **Creative Director** & results-oriented **Entrepreneur** with over 12 years of experience crafting business visions with a unique blend of creative leadership, strategic thinking and brand transformation. I bring a deep knowledge of **design thinking, brand strategy** and **user experience** with an emphasis on **values-based communication** for global companies such as **Apple, Facebook, Amazon Lab126, Oracle, Databricks, Sephora**, and **The Smithsonian** among others..

ADDITIONAL AREAS OF EXPERTISE INCLUDE

CREATIVE/ART DIRECTION

CROSS FUNCTIONAL TEAM COLLABORATION

BRAND STRATEGY DEVELOPMENT

VENDOR/AGENCY MANAGEMENT

INTEGRATED MARKETING

DESIGN THINKING

PRODUCT MANAGEMENT

BUILDING & LEADING TEAMS

VISUAL DESIGN

USER EXPERIENCE (UX)

BUDGET MANAGEMENT

P&L MANAGEMENT

KEY CONTRIBUTIONS

- Led a successful exit for a creative agency **P I X I N K**, six years after launch, to **Factory X**, a venture foundry led by Google X co-founder and Google Glass inventor Tom Chi
- Supported a \$150M project launch for a Fortune 50 company focusing on next generation internet connectivity by creating executive presentations, product name and messaging
- Developed **P I X I N K**'s pitch offerings which led to annual revenues of 1.7 million in 2014 and average project profit margins of 36%
- Increased customer engagement by 30% in less than 2 months for Picaboo through strategic thinking, impactful designs and marketing tools
- Assisted a software-defined WAN start-up raise \$25M in Series B investment with a successful beta launch that included product decks, analyst pitch, brand identity, website and marketing collateral
- Spearheading a media channel launch for Viiv.tv in Fall 2016 to cover companies, stories and insights driving the most significant shift in business and society with full participation of women in the workforce by 2020

RECOGNITION

- Served as **Judge** for the 2015 Creativity International Awards in the New Media & Best in Show categories; Youth Business Summit Pitch Competition by VEI
- Served as **Speaker and Panelist** at the 3% Conference (2012, 2013, 2014), Ernst & Young expert panel, Ellevest Network (formerly 85 Broads) and Savor the Success Network
- **Published Author** in Forbes, Branding Magazine, Women 2.0, Yourstory.in, Amex Open Forum, The Laws of Subtraction by Matthew E. May (Chapter 3 contribution), and Communication Arts Magazine
- Earned recognition as a **Socrates Program Scholar at The Aspen Institute**, a leadership forum designed to provide emerging leaders with access to values and ethics-based learning on contemporary topics through thoughtful, expert-moderated, text-based Socratic discussions
- Served as **Board Member** for the Bay Area Video Coalition (BAVC.org) in 2012 and 2013
- Served as **Advisor** for the Wine for the World, Twined | **Investor**: Red Clay Design, Dream, Girl Film, and Viiv.tv

EXPERIENCE

Managing Partner (Digital + Design), Factory X, San Francisco, CA September – 2015-Present

Factory X is a **venture foundry** dedicated to launching the next generation's most innovative companies.

- Lead design "sprints" spanning digital branding, user experience, visual design, prototyping and engineering for in-house and external client projects
- Hire and on-board creative team to ensure projects and in-house start-ups are effectively staffed

- Manage and mentor relationships between producers, creatives, planners and strategists
- Manage all operations, sales, strategy and brand marketing for Lever to acquire new clients
- Implement "Prototype Thinking" methodology to quickly de-risk and validate product ideas, design prototypes and business models for clients
- Manage and mentor relationships between producers, creatives, planners and strategists

Founding Creative Director, P I X I N K, San Francisco + New York City – 2009-2015

Launched and managed all aspects of a creative design consultancy focused on leading integrated projects spanning digital branding, marketing, print and viral ideas for iconic brands. **Led the firm to successful merger with Factory X in 2015.**

- Directed creatives and developed a strong incentive-based working environment for a team of 10 people, achieving average project profit margins of 36%
- Acquired new clients and referrals by building a reputation for elegant, brand appropriate and audience focused Brand Design
- Developed firm's pitch offerings and brand story based on qualitative market analysis, which led to annual revenues of 1.7 million in 2014
- Aligned creative functions and developed "pod" system for producing multi-disciplinary creative work that supported strategic plans within a fast-paced start-up environment

Senior Art Director, Picaboo, Palo Alto, CA – 2008-2009

Provided art direction, ensuring outstanding brand integrity across web, email campaigns/ digital marketing, brand boards, creative comps, style guides, software UI, product development and photography.

- Partnered cohesively with the **Chief Executive Officer**, pairing efforts in leading a creative team of five, orchestrating workflow and evangelizing the team's charter internally and externally
- Increased customer engagement by 30% in less than two months through strategic thinking, impactful designs and marketing tools

Senior Designer, Duarte, Mountain View, CA – 2007-2008

Led creative design and content development for presentations, print, web & motion graphics. Created design structures and visual stories for product launches and sales presentations, helping clients strongly position products in the market.

- Hired specifically to join the **Apple** team, consulting and managing full creative life cycle from concept through completion. Spearheaded the launch presentation and sales collateral for **Logic Studio**
- Led the re-branding project for **Tivo** working closely with their in-house creative team and executive management

Art Director, Agent 16, New York, NY – 2005-2007

Senior Designer, Karsten Creative, New York, NY – 2003-2005

PREVIOUS WORK HISTORY

EDUCATION

Parsons School of Design, New School University, New York, United States

BFA, Communication Design, 2003

Parsons School of Design, Paris, France

Junior Year, Communication Design, 2002

Mount Carmel College, Bangalore University, Bangalore, India

B.Com, Marketing & Commerce, 1999

General Assembly | Digital Marketing 2015 : **Springboard** | UX Design 2015-2016

SOFTWARE

Mac OS, Adobe Creative Suite, Adobe Acrobat Professional, Microsoft Office, InDesign, Sketch, InVision, Keynote, PowerPoint. Familiarity with front-end development (HTML, CSS, and Javascript)