

# Henry Kuo, Digital Creative and User Experience

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At the heart of everything I do is for the user, but what I rather call people. People like you and me driven by the same basic things that drive us, only in different situations and scenarios. Know them, empathize with them, and truly care for them, and product fit and messaging seamlessly fall into place. For the business, I drive design systems built for operational execution with no compromises in speed, quality or ease. And with a personal passion for development, I have a keen awareness of both feasibility from a developer's viewpoint and of the potential to dream what's possible from the stance of a creative technologist.

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## Experience

2015 to now

### Group Creative Director, Publicis Sapient (formerly SapientRazorfish & Rosetta), San Francisco, CA

As Group Creative Director, I oversee creative and UX for Charles Schwab and VF Corp.

For Schwab, I've led the client towards a more effective user-centered approach to content and design with content guidelines, component design system, and vision work, creating clear expectations and alignment across content owners and consistency and efficiency across design teams both inside and out.

VF Corp is a house of over 30 brands, 10 of which (including The North Face, Vans, and Timberland) are on the Adobe Experience Manager platform which we support for creative and UX. I implemented a design system scaled across all 10 brands enabling components and templates designed for one brand to be rapidly applied across all. I'm also driving their BOPIS (Buy Online Pickup In Store) effort through workshops, user testing, and prototypes with a mobile-first approach to take them to their next stage of an omnichannel experience.

Other projects include work done on IBM, Silicon Labs, Micron, and Magic Leap.

2012 - 2015

### Director of Creative, LegalZoom, Glendale, CA

I led creative and UX for all of LegalZoom's digital needs across .com, onboarding, account, email, paid media, and affiliate marketing. I created new brand guidelines with a unique user-centered approach at its core and championed it across the company to get broad buy-in. Key portions were included in the CMO's vision to the board, leading to tests to prove its effectiveness, and ultimately leading to all product templates refreshed with this user-centered approach to content and an overall renewed content approach across all channels.

I also championed the incorporation of the internal attorneys into the creative process, both in early stages of research and in development of content, whereas before, they were utilized only for compliance. As sellers of legal products, this was seminal in creating digital experiences that felt more like an attorney guiding a client through their needs rather than a product owner propositioning the user to buy.

2007 - 2012

### Creative Director, Ogilvy & Mather, Los Angeles, CA

I led creative and UX for digital campaigns across clients including Cisco, Mattel, Nature Made, Tabasco, and Sony. I utilized a rapid system of prototyping with a complete front-end codebase, incorporating JavaScript early in its infancy to overtake Flash. Key projects were designing a Facebook app for Tabasco with a gamified system of challenges, badges, leaderboards and galleries, an immersive interactive fly-through video of Barbie's worlds through history for Barbie's 50th anniversary, and the consolidation of all Ratchet and Clank game sites into a single site hub.

2006 - 2007

### Creative Lead, Saatchi & Saatchi, Los Angeles, CA

2003 - 2006

### Creative Director, Communications Pacific, Honolulu, HI

2000 - 2002

### Senior Designer, Novo (formerly Giant Step), New York, NY

1995 - 2000

### Senior Designer, Waters Design, New York, NY

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## Education

1993 - 1996

### Parsons School of Design

1991 - 1992

### Louisiana State University

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## Expertise

User Experience    Creative Direction  
Design Systems    User Research  
User Interface    Prototyping  
Content Strategy    Messaging Frameworks  
Copywriting    Front-end Development

## Skills

Sketch    Photoshop    Illustrator  
Omnigraffle    Invision    Zeplin    Xcode  
JavaScript    CSS/SCSS    HTML    Gulp

## Industry Knowledge

Automotive    B2B    CPG    E-commerce  
Finance    Legal Services    PR    Retail  
Technology