

David Koetke

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CHIEF CREATIVE OFFICER

Executive Leadership – Product Marketing Strategy – Brand and Identity Design – User-Centered Design
Creative Design – Team Building - Product Development & Launch – Customer Experience Design

Seasoned executive in the technology industry as a creative and strategic leader. Demonstrates a proven record of measurable commercial successes in highly regulated environments. Delivers world-class digital consumer products, elegant and intuitive user experiences, services, and software. Experience ranges from leadership within global cross-functional teams and high-level product strategy to hands-on user-centered design and implementation across the full customer lifecycle. A strong communicator, influencer, and trusted advisor to executives, management teams, and partners.

Possesses exceptional commercial and communication skills, is an efficient manager of priorities, and a passionate advocate for user voice and design culture across global, multidisciplinary environments. Competencies include:

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| - Product Design | - Brand Management | - User Experience Design |
| - Product Strategy | - Visual Identity | - Interaction Design |
| - Product Marketing | - Creative Direction | - Web Strategy and Design |
| - Customer Experience | - Design Systems | - Mentoring and Team Building |

CAREER SYNOPSIS

118 118 Money, London, UK

UK fintech company offering personalized financial solutions, including short-term unsecured loans and no-fee credit cards to over 250,000 customers.

Chief Creative Officer (2018 – 2020)

Responsible for leading Brand, Media, Customer Communications, and Customer Experience for one of the UK's most successful brands. 118 118 Money is disrupting the UK financial services industry with unique first to market credit card and unsecured personal loan propositions. With both a customer-first and data-driven approach, David held responsibility for delivering brand strategy and positioning, design strategy, management of the full customer experience and communications lifecycle, including application journeys and all mobile, web, app, SMS, and email communications.

- Managed the design, brand, and product marketing of the UK's first monthly subscription-based credit card, as well as the first guaranteed credit limit and APR with zero fees credit card
- Designed credit card application journey improvements that increased booked card conversion by 20%
- Increased Direct Debit setup conversion by 30%, resulting in an 18% reduction in first payment misses
- Designed loan application journey improvements that resulted in a positive financial impact of £3.7M per annum
- Composed messaging of SMS-based collections strategies that resulted in a reduced annualized impairment of 20%
- Designed lending management platform to replace legacy system, resulting in a positive financial impact of £3M per annum
- Established compliant governance process for review and approval of all customer-facing regulatory and legal content
- Transformed the global design and marketing teams to significantly increase capabilities, efficiencies, and performance
- Created, managed, and mentored globally diverse teams

kgb, New York, NY

\$1B organization with a global portfolio with over 6000 employees operating as the world's largest independent provider of enhanced information services.

Creative Director, Global (2011 – 2018)

Responsible for leading the creative vision for a unique portfolio of brands in the US, UK, France, and Italy, including; 118 118, the #1 directory assistance service in the UK, Conduit Global, a leading international contact center and BPO company, and oversaw the design of all customer facing materials for the launch of 118 118 Money, an entirely new personal loans business in the UK.

- Contributed to the successful transformation of several historically beloved UK and FR brands into entirely new markets
- Designed 4 mobile applications for a daily deals business (kgbdeals) in six months' time
- Created all aspects of kgbdeals' visual design, user experience, user interface, brand identity, and content presentation for Web, mobile, and print
- Managed overseas creative teams responsible for creating over 1000 images per week
- Oversaw design integrations of partnerships with Google Offers and Facebook Deals
- Designed all creative output for digital advertising campaigns, SEM, email, Pandora mobile ads, and affiliate marketing initiatives

Koetke Media Solutions, New York, NY

A New York City based bespoke digital strategy and design agency specializing in online education platforms and learning management systems.

Founder (2008 – 2011)

Partnered with client CEOs and senior stakeholders to identify marketplace opportunities, provide creative leadership, brand strategy, and strategic planning expertise in order to consistently exceed business goals.

- Developed long term relationships with high profile Educational Technology clients
- Built and mentored a global, geographically diverse team of highly qualified designers
- Led the UI and UX design and development, interactive design implementation, and the production of creative collateral for both web and print
- Maintained a proven record of delivering best of breed products to the marketplace

Selected client engagements:

- **2U**: Provided design services for MAT@USC, the world's first program of its kind, allowing a top research university to deliver online Master of Arts in Teaching degrees
- **Noodle Education**: Worked directly with the founder & former CEO of The Princeton Review to develop web product strategy, including creative leadership and design direction for a state-of-the-art education and tutoring search platform
- **Unigo**: Collaborated with CEO, CTO, and product teams to design www.unigo.com, the world's largest collection of college reviews by college students; designed UX, provided product development strategy and implementation, micro sites, webcasts, and content syndication with The Wall Street Journal and The Washington Post
- **SchoolNet**: Designed the UI and UX for 'Response to Intervention', SchoolNet's comprehensive student evaluation and monitoring software solution.
- **CORE-K12**: Designed the UI and UX for 'Assessment Center', Core-K12's formative student assessment program
- **Social Media Today**: Collaborated with the CTO to re-brand the organization. Designed and created numerous micro sites, marketing materials, eBooks, whitepapers, and digital advertising assets

EDUCATION

1988-1990 Carnegie Mellon University, College of Fine Arts, Pittsburgh, PA
1991-1994 BFA, University of Kentucky, College of Fine Arts, Lexington, KY

AWARDS

2015 Credit Today Award Winner for "Alternative Lender of the Year – Mid/Short Term"
2015 Moneynet.co.uk Award Winner for "Best Specialist Loan Provider"