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Eugene **Buddy** King

CREATIVE LEADER | DESIGN, STRATEGY, BRAND

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EXPERTISE

Team Leadership / Cross-Functional Collaboration

Creative Direction / Art Direction

Brand / Visual Design

EXPERIENCE

Award winning, creative director with 20+ years of experience.

I specialize in leading in-house creative teams on telling brand stories through multi-channel experiences.

2021 - Present | Freelance Creative Director | Morgan Stanley, Citi

- Created brand identity and style guide for Morgan Stanley initiative targeting 60,000+ employees.
- Lead teams of UX/UI designers on end to end user journeys within the Citi self-directed trading app and browser experiences.

2016 - 2021 | Associate Creative Director | Morgan Stanley (RRD/Oliver)

- Managed an in-house team of 12 designers and provided creative leadership and oversight to global teams in UK and Tokyo.
- Oversaw and reviewed work developed by team, establishing an always on-brand, cohesive suite of materials.
- Oversaw high-profile, 360-degree, global initiatives for the Institutional and Wealth Management branches.
- Created and oversaw brand guidelines and standards to be used across global teams, agencies and vendors.
- Lead daily client presentations effectively communicating with internal/ external stakeholders across all levels of the business.
- Oversaw the creation of component libraries utilized in the execution of branded digital experiences and emails.
- Implemented systems and Agile methods to improve work organization and complete 97% of projects within deadline.

2008 - 2016 | Senior Art Director | Morgan Stanley (RRD/Williams Lea)

- Lead visual design for all Institutional and Corporate projects within the Morgan Stanley in-house studio.
- Created and oversaw the Morgan Stanley events system guidelines. This included both the templating of standard events and designing bespoke events and experiences for Club level events.

RECOGNITION

Rebrand Global Awards, Marcom Awards, Financial Communications Society Portfolio Awards, Graphic Design USA American In-House Design Awards, HOW Magazine In-House Design Awards

EDUCATION

Mason Gross School of the Arts, Rutgers University | BFA 2001