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ALEXANDER HOYE

Creative Director | Global Brand Transformation, Digital Experiences & Design Systems | Creative Leadership & Innovation

Portfolio www.leisurepad.com

SUMMARY

Creative Director with 20+ years of experience shaping global brands and digital experiences for some of the world's most recognized companies. Led three major Visa.com brand transformations, combining creative strategy, design leadership, and emerging technologies to deliver award-winning work and measurable business results. Experienced in building and mentoring multidisciplinary teams, evolving enterprise design systems, and connecting ambitious creative vision with practical execution.

SELECTED BRANDS

VISA intel Microsoft KIA SONY XBOX ACTIVISION ESPN

EXPERIENCE

Creative Director — Visa

January 2019 – Present

- Served as primary Creative Director for Visa.com across three major global brand transformations—Project North Star, Refresh, and Reimagine—translating evolving brand identities into compelling, scalable digital experiences.
- Led creative strategy and execution for the award-winning Visa.com Refresh, modernizing the expression of Visa's global brand through art direction, visual storytelling, imagery, typography, and cohesive digital experiences.
- Earned multiple industry honors for USA.Visa.com in 2025, including the WebAward for Best Financial Services Website and W3 Gold recognition for Banking & Payments.
- Directed redesigned and personalized digital experiences, contributing to an **18% increase in site engagement** and a **15-percentage-point improvement in task completion** across key customer journeys.
- Spearheaded the evolution of Visa.com's enterprise design system from Sketch to Figma, establishing scalable components, templates, creative standards, and governance frameworks.
- Directed design strategy supporting the migration to Adobe Experience Manager Cloud, helping streamline content production and enable global scalability.
- Championed generative AI, intelligent search, and AI-powered creative workflows, contributing to a reported 30% improvement in operational efficiency, while expanding in-house creative capabilities and mentoring multidisciplinary teams.

Creative Director — Tank

June 2018 – January 2019

- Provided creative leadership and strategic direction for major clients including ServiceNow, Deloitte, and Live Nation.
- Led creative development across branding and digital experiences, collaborating with multidisciplinary teams to deliver innovative, engaging, and visually compelling solutions.

Creative Director — SapientRazorfish

January 2014 – June 2018

- Led the Intel creative account and mentored multidisciplinary teams of approximately 15–20 across digital experiences, campaigns, and CMS-driven site improvements.
- Led USANA digital product and e-commerce initiatives, including the True Health Assessment experience.
- Contributed to creative work and new business for Honda/Acura, Microsoft, Toyota, and Warner Bros.

Creative Director — Denuo

2012 – 2014

- Led creative for Kia Motors America, including launch of a responsive Kia.com and redesign of the Kia Owners experience.
- Directed multidisciplinary and offshore teams, modernizing Flash experiences to HTML5; also led Hyundai Owners creative.

Associate Creative Director / Senior Art Director — Razorfish

2006 – 2012

- Led creative programs for Activision, Best Buy, and Sony, including the Sony.com redesign and major gaming franchises.
- Contributed to award-winning Intel experiences and the ESPN.com redesign; design lead for Visa.com and its first mobile site.

ADDITIONAL EXPERIENCE

Mentor / Advisor, Academy of Art University, San Francisco | 2012–2015 — Guided MFA students in thesis development, art direction, copywriting, and presentation.

EDUCATION

- **Master of Business Administration (MBA)**
  Santa Clara University — Leavey School of Business
- **Bachelor of Fine Arts (BFA)**
  Rhode Island School of Design (RISD)

AWARDS & RECOGNITION

2025 Awards — Visa.com

- WebAwards — Best Financial Services Website, Web Marketing Association
- W3 Awards — Gold, Banking & Payments; Silver, Financial Services

Additional Industry Recognition

Creative work recognized by Awwwards, Webby Awards, OMMA, ADDY Awards, Art Directors Club, One Show, and Adtech.

CORE EXPERTISE

Creative Direction & Leadership • Global Brand Transformation • Digital Experience Strategy • UX/UI Design • Enterprise Design Systems • Figma • Adobe Experience Manager • AI-Enabled Creative Workflows • Cross-Functional Team Leadership • Creative Operations