

Rad

CODY RADCLIFF

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OVERVIEW

Creative leader with 10+ years of experience ranging from design to driving brand growth, product launches and creative strategy across global consumer brands. Proven in building high-performing teams, defining scalable brand systems and leading cross-functional partnerships that deliver measurable business impact across a range of digital, product and marketing ecosystems.

EXPERIENCE

ROKA | Washington, D.C. / Baltimore, MD Metro Area (Remote)

Creative Design Director | July 2022 to Present

- Lead and define the brand's creative and marketing design vision, driving year-over-year business growth for 3+ consecutive years.
- Successfully launched 50+ products across digital, social, web and campaign touchpoints, including brand-new category launches.
- Partner with cross-functional teams and external partners to align design strategy, visual identity and storytelling—elevating brand clarity and performance.
- Oversee a team of designers, fostering a high-output, high-craft creative culture.

Smartwool | Denver, CO (Remote/Hybrid)

Associate Creative Director | July 2019 to July 2022

- Successfully led, designed and directed projects of all scales across creative and marketing teams throughout a dual-season go-to-market calendar.
- Defined seasonal visual identities across the entire brand.
- Led day-to-day operations of the creative team, improving project clarity, prioritization and delivery across a multi-season global calendar.
- Partnered with Creative Directors, Copywriters, Art Directors and Web Developers to develop high-level concepts and strategic thinking.
- Managed, directed and mentored a team of 5+ Art Directors, Copywriters, Graphic Designers and Digital Art Directors.

Common Good | Denver, CO

Sr. Art Director/ACD | Nov 2016 to July 2019

- Managed, designed and directed creative work ranging from CPG, branding and packaging to interactive web experiences.
- Collaborated closely with Creative Directors, Copywriters and Art Directors to develop next-level conceptual solutions paired with pixel-perfect design.
- Led and art directed a team of Designers and Art Directors.

Factory Design Labs | Denver, CO

Sr. Digital Art Director/Designer | Feb 2015 to Oct 2016

- Defined art direction for all digital and interactive projects.
- Served as Art Director/Designer for branding, print and packaging initiatives.
- Partnered with Copywriters and Web Developers while directing Jr. Designers.

FleishmanHillard | Washington, D.C.

Sr. Art Director/Designer | 2010 to 2015

Icon Graphics | Hagerstown, MD

Senior Web, Flash and Print Designer | 2006 - 2010

CAPABILITIES

- Design Strategy/Vision
- Art Direction
- Creative Direction & Concepting
- Brand/Identity Building
- Directing Photo & Video Shoots
- Team Management
- Digital & Interactive
- UI, UX & Ecommerce
- Email, Retention
- Paid Media
- Copywriting Direction
- Print & Production
- Packaging
- Go-to-Market Process
- Brief Writing

TECHNICAL SKILLS

- Figma
- Adobe Creative Suite
- Prototyping
- Keynote
- Knowledge of HTML & CSS

EDUCATION

Shepherd University
Shepherdstown, WV

Bachelor of Fine Arts —
Graphic Design

LOCATION

Washington, D.C. /
Baltimore, MD Metro

A few brands I've worked with:

ROKA, Smartwool, The North Face, Scott Sports, BOA, Head Tennis, Spyder, Hallmark, Kettle Brand, Visa, AT&T, Silk, Evian, Citi, Chevrolet, Ticketmaster, Peace Tea, Caribou Coffee, McAfee Security