

CREATIVE DIRECTOR / LIVE ACTION DIRECTOR

Design strategist with strong business & technology "chops". Few Creative Directors graduated MIT, performed under Leonard Bernstein, ran a Wall Street-type trading floor, heli-snowboarded Alaska’s Chugach, and been commissioned by a Smithsonian Affiliate. I’m a leader who’s a writer, video editor, and motion graphics designer. With a design mindset, I built a scalable business – revenues doubled to \$3 billion & margin ramped 50% – and I was a cloud computing pioneer. All this inspires fresh designs for engaging experiences.

EXPERTISE

CREATIVE DIRECTION + FILM/VIDEO PRODUCTION

+ COMMERCIALS + NARRATIVE FILM + MUSIC VIDEO + DOCUMENTARIES

+ DIRECTING + PROJECT MANAGEMENT + SCRIPTWRITING + VIDEO EDITING + POST PROD + DIGITAL MEDIA

+ BRANDING + WEB DEVELOPMENT

Premiere Pro / After Effects / Audition / Illustrator / Photoshop / InDesign / Wordpress / HTML / CSS / Unity

PYRAMIDE PRODUCTIONS (Video Production Agency) pyramideproductions.com Seattle, WA

CREATIVE DIRECTOR IN RESIDENCE (freelance & full time) '14-Present

Amazon Web Services wanted to inspire developers and I directed and produced top tier videos for them. I combined design-thinking and "scrappy production" to create high value productions, and earned their praise. I am the producer trusted with impressing new high-profile accounts like **Starbucks** and **Harman Automotive**. And I’m a storytelling editor chosen as creative lead on **Microsoft** video. I developed the creative vision, script, shot lists, storyboards and also directed on-set and provided project management of pre, production, & post.

IMI PRODUCTIONS (Video & Event Production) imi.productions Seattle, WA

CREATIVE DIRECTOR (freelance) '17-Present

New products from Amazon created an opportunity for IMI to help enterprises manage and install multiple instances. And IMI needed a one pager explaining how they do it. I scoped their needs, proposed an infographic format and from that creative vision wrote the copy and implemented a graphic design that Amazon Web Services called “perfect”.

3 SHARP (Technical Marketing Agency) 3sharp.com Seattle, WA

VIDEO PRODUCER (freelance) '16-Present

I centralized production of technical marketing videos for **Microsoft** and improved quality and consistency.

AVOLUSIS, LLC (Video Production & Digital Agency) avolusis.com Seattle, WA | Jackson, WY

CREATIVE DIRECTOR '06-Present

Introducing a new product, new company, or new look to an existing brand takes engaging communications that connect with your audience. With design-thinking, I help clients in multiple industries. Depending on the project, I provide creative direction to teams or work hands-on: producer, live-action director, video editor, script/copy writer, motion graphics designer, storyboarding, production design, web design, illustration, color correction, and visual effects.

// **Smithsonian Museum Affiliate** commissioned me to produce a short documentary. It won an award.

// **bgc3** needed an article on impact investing for the GatesNotes, and I ghost-wrote for Bill Gates.

// **National Audubon Society**'s new priority was climate change and they needed to involve teens. I produced a short documentary and their program secured funding and teen enrollment.

KEVIN OWYANG

Page 2

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// **Mylio** needed a better way to onboard new customers. Reporting to the COO I designed a digital platform to deliver content and live-action video. In this role I produced, storyboarded, and directed.

// **Union Gospel Mission** - I produced a video for their fundraiser and they raised \$1.5 million. Their line of clothing featured my graphic design and was recognized by the Public Relations Society of America.

// **Freightwing** makes aerodynamic components for trucks. I secured a \$1.5 million bank line and positioned the company for sale to **Ridge Corp.** // I develop websites for **Moxie Media**, a political communications agency, on Wordpress using custom HTML/CSS. // I structured a \$15 million private placement and got it in front of the ex-President of **Visa.** // I rebuilt a startup's technology on a SaaS platform, saved them 90%, and initiated partnership talks with **BrightRoll** // I built a 100-server cloud-based machine learning system to compete in the **Netflix Prize** using Amazon Web Services EC2, S3, and EBS.

AVOLUSIS

Jackson, WY

Real Estate Developer/Designer '03-'06

Used design-thinking to integrate interior design and land use policy. Generated returns of 56% per year.

RICOCHET NETWORKS (Wireless internet turnaround/restructure)

Denver, CO

Senior VP / VP Strategy '01-'03

With the financial backing of **Vantage Point Capital Partners** and **Rizvi Traverse** we gained development rights for the \$1.4 Billion wireless network built by Metricom. I used design-thinking to drive marketing strategy and program management to reactivate the network. I also wrote our business plan and had oversight for corporate development & financial planning/analysis so we could sell the business. I led **PwC** (then Diamond Management & Technology Consultants) in determining which markets to prioritize and **EarthLink** highlighted this work in their due diligence of Ricochet.

AERIE NETWORKS (Fiber optic communications network)

Denver, CO

Senior VP Strategy '99-'01

With the backing of **Vantage Point Capital Partners** to build a \$3.5 Billion nationwide optical network, I implemented design-thinking to ensure profitability and create new products to stand apart from the competition. My new product grew leads over 50%. Because I was favored to become COO, I orchestrated a 4-way multilateral budget negotiation with 13 different-minded, senior executives from Qwest, Nortel, Lucent, **Level3**, **Sprint** and **Williams** – and we reached accord.

KINDER MORGAN, INC. - NYSE:KMI (Natural gas)

Denver, CO & Houston, TX

Executive VP, KN Marketing '97-'99

I was hired to fix a poorly managed company with mixed profitability. I secured approval authority over all deals, 14 billion cubic feet per day of natural gas. I evangelized a progressive new corporate trading policy and essentially gained unanimous approval. As the company grew, my annual revenues grew 2x to \$3 billion and gross profit margin increased over 50%. I spearheaded a trading controls department that saved 75% in IT costs. I was a key advisor on 7 M&A due diligences, 5 were completed and I managed their integration. My role escalated and I reported to the Vice Chairman, Bill Morgan.

Awards & Distinctions: **Best Documentary Short** - Seattle Transmedia & Independent Film Festival 2015

Honorable Mention - Public Relations Society of America, Totem Awards 2015 *logo for Union Gospel Mission*

Featured Speaker - **Humanities Washington** *Think & Drink* 2014

Education: Bachelor's **M.I.T. Sloan School of Management**, Cambridge, Massachusetts