

## Tannie Low

Creative & Studio Design Operations Leader

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### Summary

Strategic creative professional with 10+ years of experience managing creative teams. Energetic and results-driven, diving into challenging situations and engineering solutions that generate results and support continued growth of the organization. Proven excellence in establishing and leading creative & marketing teams who generate consistent and powerful experiences.

### Experience

#### **Director of Creative Operations, Dotmatics**

*September 2022 - Current*

Manage a team of marketers and designers to develop & execute brand strategy of the entire Dotmatics portfolio (9+ brands), collaborating with partners globally to ensure alignment on key business objectives.

Build relationships and work closely with cross-functional teams across creative/brand, editorial, digital, product marketing, events and sales, collaborating with teammates across the global org to execute on projects, assist in meeting project goals, budgets and deadlines.

Provide insight and improvements to tools and workflows to increase team effectiveness, as well as guidance and direction to allow the team to make decisions based on context and culture.

Lead the graphic design creative process by facilitating brainstorming sessions, contributing to the development of strategies and communications plans, and presenting well-developed and strategic creative solutions to meet project objectives and deadlines for internal and external clients.

Inspire the team to achieve their potential and seek constant growth by providing a clear vision while providing actionable feedback, and develop team members to ensure ongoing new capabilities, diverse creative perspectives, deepening of existing skills and adequate back-up capacity.

#### **Design Operations Manager, Linktree**

*September 2021 - August 2022*

Crafted and implemented the operational and executional strategy across our brand design team—leading a group of highly talented and globally distributed creatives, project managers, and operational strategists who manage the end-to-end process of brand and GTM campaigns.

Led a multi-disciplinary team with technical expertise in creative operations, project management and integrated production. Drove business innovation and vision for these functional areas, both internally (for our teams, workflows, tooling) and cross-functionally (resource allocation, project management).

Proactively identified business-critical issues and opportunities to improve how we track, produce, share, utilize, and traffic our creative assets. Elevated our project management functions to enable flexible processes and structure, while also driving accountability for process improvement.

Empowered, supported, and cultivated a flat organization of senior-level creative production and operational professionals—taking a hands-on approach to campaign challenges to better support them in their day-to-day.

## **Senior Design Manager, Mavenlink**

*July 2017 - September 2021*

Led high-performing creative team and oversaw contract designers by providing strategic guidance, creative direction and overall support in individual professional growth and development.

Acted as the firm's "brand steward" and applied industry best practices to continuously improve branding and ensure consistency across visual communications and materials

Drove the design practice strategy with company leadership through multiple rebrands, working with product managers, marketing leadership, and engineering teams to develop and execute on brand and GTM campaigns.

Designed concepts across firm collateral, including video, website, brochures, reports, slides, invitations (print and digital) and other event materials, advertisements, signage, web graphics, infographics and various other internal and external deliverables

## **Senior Brand Designer, Bill.com**

*January 2015 - July 2017*

Partnered with company leadership to develop brand strategy, and managed a team of 6+ designers to execute on campaigns. Owned the development of brand and visual identity through 2 rebrands.

Led overarching brand development, creative briefing, visual identity, content development and design & production. From planning and strategy, through delivery and measurement, facilitating collaboration and handoffs, providing visibility and reporting, and identifying opportunities to improve processes wherever issues are observed.

Built efficient and scalable brand design systems, managed budgets, and worked with external agencies, delivering high-quality creative projects and strategic solutions. Supported product team with user flow, wireframing and building a scalable UI/UX design system.

## **Senior Creative Lead, Premise**

*May 2015 - December 2017*

Oversaw and facilitated creative production and synthesized project plans into actionable tasks for our design team. Built and maintained the brand design systems and processes.

Served as first point of contact for all internal stakeholders that leverage the design and copy teams, managing deliverables, scope, and expectations while ensuring that issues are addressed and resolved.

Partnered with the Creative Director to manage creative pipeline, resource allocation, scheduling and workload, and other team logistics.

Developed a wide range of digital and print communications templates across key project areas. Managed color-matching and production of printed items, and built a robust digital asset management system.