

TROY BROCK

GROUP CREATIVE DIRECTOR | EXPERIENCE DESIGN DIRECTOR

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EXPERIENCE

VML | GROUP CREATIVE DIRECTOR + GROUP EXPERIENCE DESIGN DIRECTOR

2023 - 2025

Change manager, journey narrator, and relentless pioneer. Building people, teams, and opportunities. Worked on medium scale event packages creating everything from marketing plans to outdoor signage—to booth design and activations—to videos and real-time social content for clients like Qualcomm Snapdragon and Microsoft Security. Led US Brand Employer work for ASML involving video a social campaign aimed at recruitment of the smartest minds and a site experience to answer their questions. Mentored a growing team while balancing expectation and opportunity.

WUNDERMAN THOMPSON | CREATIVE DIRECTOR + GROUP CREATIVE DIRECTOR

2019 - 2023

Worked with Microsoft Events clients to create world class experiences in digital form—transforming the events landscape for a new world. Focused on concepting and creating a brand and style guide, field templates, marketing communications, social activations, websites and digital venues, graphics package, content creation, and on-site capture as well as strategy and overall attendee journey through the life cycle of each event. In pivoting from physical to virtual events, I partnered with our clients to reinvent the go-to-market process—reframing it again with strategic insight-led digital at its core.

In March 2020, I led my teams to deliver the first all-digital Microsoft Build event and then scale it across the portfolio to help deliver diverse region-specific content. From our successes in January 2021, I helped lead the first ever virtual CES as the world's largest digital tech event.

POSSIBLE | ACD + CREATIVE DIRECTOR

2013 - 2019

Helped AT&T launch and expand their loyalty program with web and mobile apps, and marketing communications for AT&T Thanks. Worked with Microsoft to create omni-channel programs for products from Windows to Surface and helped launch websites for Hololens and Mixed Reality. Developed digital experiences across InterContinental Hotels Group including brands like Holiday Inn and Holiday Inn Express.

BLAST RADIUS | SENIOR ART DIRECTOR + ACD

2011 - 2013

Collaborated with great people on experience-led digital projects for Starbucks involving web, social, mobile and AR.

FREELANCE | ART DIRECTOR

2000 - 2013

I've had the opportunity to work on some amazing stuff over the years with agencies like ZAAZ, Razorfish, Publicis, DDB, Hey, Tooth & Nail Records and others—and for clients like Starbucks, T-Mobile, Best Buy, Alaska Airlines, Virgin, Outrigger, RWJ Foundation, Seattle Supersonics, Fearless Records, Seattle Children's Theatre, and more.

DDB SEATTLE | ART DIRECTOR + SENIOR ART DIRECTOR

2005 - 2009

Lucky to have started my career working with such talented people, and I learned a lot. There was a quote on the wall from Bernbach and it read, "An idea can turn to dust or magic depending on the talent that rubs against it." Reminding me why I'm still in this business today. Worked across traditional and digital—from TV to web to social—with clients like McDonald's, Microsoft, Exclusive Resorts, North Face, Bud Light, Swedish Medical Center, Seattle Supersonics, Energy Star, Expedia, Hopelab, Holland America Line, King County Metro, Rosetta Stone and others.

EDUCATION

Art Institute of Seattle | AA Communication Design 2002 - 2004

Western Washington University | Graphic Design 1998 - 2001

Tacoma Community College | AA with emphasis in Arts 1996 - 1998

RECOGNITION

Effies, National & Regional Addys, Echos, BtoB, Obie Awards, Ad Week Buzz Awards, Seattle Show, Communication Arts, Print Magazine, Graphic Design USA, Ad Age, Media Week, Boards, and the US Chamber of Commerce.