

# **Britta Lundstrom**

ECD, Sr. Studio Director

[brittalundstrom.com](http://brittalundstrom.com)

pw: groveandriver

+1 971 256 2130

[brittamlundstrom@gmail.com](mailto:brittamlundstrom@gmail.com)

[linkedin /britta-lundstrom](https://www.linkedin.com/company/britta-lundstrom)

As an experienced and influential creative leader, I bring over 15 years of expertise in driving efficiency and managing high-performing creative teams within fast-paced, deadline-driven environments. With a human-centric approach, I excel at leading, directing, and collaborating with cross-functional groups to deliver world-class brand experiences. I'm passionate about elevating brands through thoughtful creative direction, operational excellence and empowering teams to thrive. I welcome the opportunity to discuss how my expertise can contribute to the continued success of your team.

## **Pinch, Los Angeles, CA/New York City, NY (Remote)**

**Senior Studio Director** – 05/2024 - Present

Immersive design studio focused on live events and innovative brand experiences. Client partner to world class brands including Amazon, Nike, Lululemon and Google.

Chief of Staff to the (Associate) Creative Director team, key operational partner to the ECD and responsible for managing overall studio connectivity, process, and workflow between creative and their cross-functional partners. Working in tight partnership with Pinch's Managing Director and cross-functional partners to ensure projects are appropriately managed, resourced and designed.

- Ensure the team is running effectively, efficiently, and delivering according to Pinch's daily, seasonal, and long-term objectives.
- Balance the tactical needs of creative delivery with the communication skills required to orchestrate, coach, and inspire the team.
- Prioritize and resource team projects, ensuring work streams are adequately supported, work is delivered on time, within scope, and on brief.
- Maintain top-line knowledge of status and health of all projects in the studio.
- Display problem-solving expertise and work with the Creative Ops Manager and Producers to mitigate project risks and elevate to Executive leadership when needed.
- Work in close partnership with Account Team Partners to define project scope, budget, resourcing and timing.
- Cast the right team required to complete the work.
- Proactively remove obstacles, elevate risk, and protect the creative intent.
- Create scalable systems that increase efficiency and continuously improve the Creative team's operational processes, and measure impact.
- Partner with cross-functional leaders to forecast annual budgets and track and reconcile budgets throughout the year.
- Balance multiple high priority projects at once, providing reliable communication to stakeholders in an ambiguous environment.
- Lead the Creative team, including individual growth and coaching, recruiting strategy, and performance management.

# **Britta Lundstrom**

ECD, Sr. Studio Director

[brittalundstrom.com](http://brittalundstrom.com)

pw: groveandriver

+1 971 256 2130

[brittamlundstrom@gmail.com](mailto:brittamlundstrom@gmail.com)

[linkedin /britta-lundstrom](https://www.linkedin.com/company/britta-lundstrom)

## **Thesis, Portland, OR (Remote/Hybrid)**

**Head of Creative** (Executive Creative Director), Sr. Leadership Team – 02/2022 - 05/2024

**Design Director, Nike**, 04/2020 - 02/2022

Full service digital agency and client partner to world class brands including Nike, Adobe, Spotify and HP.

- Led the renowned digital agency's team of creative and design directors and oversee Thesis' full creative department of 75+ employees across design, writing, motion and editing.
- Managed the Nike creative studio, overseeing omni-channel creative operations and direction for digital work streams. Responsible for oversight of >95% of NIKE NA's Consumer Direct Marketing creative output.
- Structured organizational design and scaled the Nike design team from 9 to 39 employees in 2021, offering fully resourced support to key client accounts across multiple partnerships.
- Defined and implemented operating models, and streamlined processes for creative development, design and production.
- Led the build-out of a significant design system library in Figma that was adopted and implemented client-side.
- Ensured high-volume, fast-paced project delivery while maintaining creative excellence.
- Developed flexible resourcing model for stretch assignments and professional advancement; Created individual employee development plans and reduced turnover.
- Responsible for financial health of the creative department, including budgeting, reporting, resourcing, and scoping.
- As part of Agency Senior Leadership Team, lead planning initiatives, develop OKRs and departmental KPIs, maintain client relationships, and handle crisis management across key accounts, including Nike, Adobe, Taco Bell, HP, and Spotify.

## **Slumberkins, Vancouver, WA (On-site)**

**Art Director (Creative Lead)**, 07/2019 - 04/2020

Fast-scaling women-owned and led early childhood education company focused on promoting early emotional learning.

- Head of brand creative and strategy, and led art direction and execution of cross-channel brand marketing initiatives for branding, product launches, and campaigns.
- Designed digital products and experiences for eCommerce and DTC.
- Oversaw photo and video shoots, providing creative direction from pre-production and on-site execution to post-production.
- Managed creative budget, external vendors and freelance creative partners.

# **Britta Lundstrom**

ECD, Sr. Studio Director

[brittalundstrom.com](http://brittalundstrom.com)

pw: groveandriver

+1 971 256 2130

[brittamlundstrom@gmail.com](mailto:brittamlundstrom@gmail.com)

[linkedin /britta-lundstrom](https://www.linkedin.com/in/britta-lundstrom)

## **Evelyn & Bobbie, Portland, OR (On-site)**

**Art Director (Creative Lead), 06/2017 - 02/2019**

Design-driven intimate apparel early-stage company offering comfortable, inclusive bras and underwear.

- Brand creative lead and art director for scaling DTC women's apparel business.
- Conceived, created and managed cross-channel marketing creative from concept to execution and market launch.
- Led creative strategy and art direction, UX/UI for eCommerce site and promotional marketing messaging.
- Oversaw and directed multi-day photo and video shoots, and managed creative vendors and freelance partners.
- Implemented processes and workflow efficiencies within the marketing department.

**Britta Lundstrom, Creative Director, 12/2013 - 04/2020**

**Nike, Creative Lead (Contract), 02/2017 - 07/2017**

**Nike, Design Manager, Global Sales, Digital GTM (Contract), 10/2015 - 06/2016**

**Sony DADC, Creative Lead Europe, 12/2006 - 11/2013**

## **Education**

Bachelor of Arts (B.A.)

DIT Deggendorf Institute of Technology, Deggendorf, Germany

## **Other**

Bilingual English/German