

COLIN M. BUDD

Creative x Innovative Lead

COLIN-BUDD.COM



CONTACT

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KNOWN FOR

// Creative Direction
// GTM Strategy + IP
// Generative AI SME
// Programs of Innovation
// Public Speaking + Comms

SELECTED WORKS

// Learning Credential Network
Blockchain + Service Design
// Kraft Heinz + Microsoft
Digital Innovation Partnership
// “Cheat, Borrow, Steal”
Talk on Design Program Scaling

DESIGN SKILLS

// Creative Direction
// AI + Service Design
// UX, UXD, UI, Visual
// Prototyping + Front End
// Photography + Videography
// Design Thinking + Facilitation

KEY TOOLS

// Unity, Maya, Blender, etc.
// Sketch, Figma, Mural, etc.
// Adobe Creative Cloud (All)

AND BEYOND

// Patents + Writing
// Cycling + Trail Running
// Digital Art + Mixed Media
// 3D Printing + DIY Tinkering

EXPERIENCE

JUN 2021 - PRESENT

Microsoft :: Industry Exec, Innovation + AI Program Lead

// **AI Program Lead:** Developed, scaled, and oversee global GTM approach focused on accelerating the identification and strategic pursuit of high-growth AI/ML use cases. Lead team focused on AI strategy, adoption, marketing, and engagement.

// **Industry Exec:** Partner with Microsoft’s most strategic customer execs to collaboratively identify and define strategic, multi-horizon digital transformations plus breakthrough innovations with a focus on Retail, Luxury Brands, and Gaming.

// **Creative Strategist:** Lead vision through execution of repeatable commercial marketing materials + experiences ranging from sizzle videos to event activations.

Key Skills: Team Lead, AI Specialist, Creative Direction, Marketing, Executive Communications, Consultative Selling, Service Design, Digital Transformation

OCT 2017 - JUN 2021

IBM :: Business Lead + Global Design Strategist :: IBM Garage

Cross-market Business Leader and Design Strategist focused on opportunity origination and creative execution of highly transformative customer engagements spanning industries, geos, and tech domains leading to rapid value realization. Key areas of speciality include AI, AR/VR, Blockchain, and Cloud Modernization along with supporting global event planning and marketing initiatives.

JUN 2017 - OCT 2017

IBM :: UX Designer + Strategist :: IBM Cognitive Systems

0-to-1 designer of next-gen solutions for IBM’s industry-leading AI servers.

JUL 2016 - JUN 2017

IBM :: Product Designer, Mobile + AI :: IBM Collaboration Solutions

Lead Designer of mobile user experiences for IBM’s signature email and calendaring platform, Verse, on Android. Recognized AI SME with contributions to Web + Mobile in the exploration, design, and implementation of net-new AI experiences.

EDUCATION

AUG 2011 - MAY 2016

Cornell University :: Information Science, B.A.

Focus: Human-Centered Systems, Social Systems, Emerging Technologies

Cornell University :: Fine Arts, B.F.A.

Focus: Digital + Hybrid Media, 3D Installation, Interactive + Immersive Media

PATENTS

2020

Adaptive Synchronization With Live Media Stream

AI/ML :: US Patent 10805651B2

2019

Dynamic Modification of Displayed Elements of Obstructed Region

AI + UX :: US Patent 10509563B2