

COLIN M. BUDD

Creative Strategy x Innovation Lead

COLIN-BUDD.COM



CONTACT

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KNOWN FOR

// Generative AI Leadership
// Building Innovation Programs
// Marketing + Creative Direction
// UXR, UXD, and Service Design
// Workshop + Event Facilitation

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 + Strategy
// UX Research, UX, UI, Visual
// AI Strategy + Design
// Design Thinking + Facilitation
// Photography + Videography
// 3D Modeling + AR/VR (light)

KEY TOOLS

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

AND BEYOND

// Public Speaking + Patenting
// Writing + Comms
// Digital Art + Mixed Media
// Cycling + Trail Running

EXPERIENCE

JUN 2021 - PRESENT

Microsoft :: Industry Advisor, Innovation :: Industry & Partner Sales

// **C-Suite Advisor:** Collaboratively identifies and defines strategic, multi-horizon digital transformations, partnerships, and breakthrough innovations with executives across Microsoft’s foremost customers in Retail, Consumer Goods, and Gaming.

// **Generative AI Leader:** Developed, scaled, and oversees global go-to-market approach called *AI.deation* focused on accelerating the identification and strategic adoption of high-growth AI/ML use cases with key customers across industries.

// **Creative Director:** Leads the vision and creation of repeatable commercial marketing materials + experiences ranging from sizzle videos to event activations.

Key Skills: AI, Creative Direction, Marketing, Executive Management, Consultative Selling, Advisory, Design + Digital Strategy, Service Design, Design Thinking

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

Designer of next gen enterprise 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