



## JEFFREY BLUM

Digital Creative Director, brand storytelling, strategy, specialized in UI,UX, mobile, e-commerce, conceptualization to final production of a project .

**p:** +1 917 375 1383 | **e:** jeffrey@blumjeffrey.com | **w:** www.blumjeffrey.com  
**in** www.linkedin.com/in/blumjeffrey | 🇺🇸 US Citizen / Swiss | 📍 New York City

### experience

#### MAC COSMETICS | NOVEMBER 2020 / PRESENT Global Director Digital Innovation | New York/Hybrid

As the Global Creative Lead for our company, I led the redesign and re-platforming of 39 global and regional sites. Utilizing user testing, A/B testing, and analytics tools like Content Square and GA, we were able to improve our UX and upgrade our components based on data and customers feedback.

In addition, I provided art direction for new product shots which were utilized across the website, retail stores, and retailers. Furthermore, I led a digital transformation within the Estee Lauder group, transitioning our creative tools from Sketch to Figma for all applications, websites, emails, and decks. This resulted in improved efficiency and time savings for our global design teams and partners.

I also created, maintained, and updated our AR tools for various features such as lips, eyes, face, brows, and full looks. Currently, I am leading our Metaverse initiative.

#### MAC COSMETICS | FEBRUARY 2018 / OCTOBER 2020 Global Design Director | New York

Responsibilities: Managed team, recruitment, creative direction, digital strategy, website and product finder design, AR, photography, 360 campaigns and in-store digital experience.

- Conceived, designed and managed complete rebranding projects with a multi-platform relaunch Home and SPP in 40 countries worked closely with C level management, designers, art directors, engineers. +20BPS conversion rate increase and +17% engagement lift post-launch.
- Created the first AR Virtual Try-on Lipstick Mobile and desktop. Facilitate product discovery and consideration, as well as increase conversion across online and offline Provide personalized and high-touch omni-channel experience
- Working closely with Omni on our new retail digital experience. Launched September 2020. The MAC Innovation Lab in Queens Center, customers have the opportunity to customize their own palettes, personalize product packaging, and virtually try on makeup shades or even entire looks created by MAC makeup artists.

#### WE MAKE SOMETHING AGENCY | OCTOBER 2011 / JANUARY 2018 Creative Director | New York - Paris - Switzerland

Key Clients: Chanel, Omega, Bulgari, Vilebrequin, HYT, Victorinox, Maurice Lacroix  
Responsibilities: Supervised a team, forecasted budgets, directed concept development, directed creative efforts, maintained client relationships, presented to clients and oversaw the production process.

- Co-founded the agency focusing on digital touch points and content creation (Films, photoshoots...)
- Handpicked, directed and trained creative personnel in NY, Paris and Switzerland's 3 offices.
- Guided successful presentations for Vilebrequin, Victorinox, Chanel, HYT and Maurice Lacroix
- Designed and created from scratch HYT watches digital presence , HYT is revolutionizing the haute horlogerie industry with a unique fluidic technology.

Awards: FWA, AWWWARDS, CSS AWARDS, CSS WINNERS....

### skills

French / English  
360 Storyteller, Strategy  
Design  
Detail-oriented  
Team leadership  
Clients, Vendors Relationship,  
Manage Estimates, Budgets,  
Project management

### accomplishments

- 1 FWA
- 3 AWWWARDS
- 1 CSS DESIGN AWARDS
- 1 CSS WINNERS
- 1 FRENCHY AWARDS
- 1 CSS NECTAR
- 1 CSS LIGHT
- 1 DESIGN KUDOS AWARDS



**SHUTTERFLY | DECEMBER 2010 / SEPTEMBER 2011**  
**Senior Art Director | New York**

Responsibilities: Creative/Art Direction, digital strategy, Website, E-commerce, Mobile, HTML5 App. Photography, Campaign.

- Created, hire and lead and mentored a creative staff of 10 Art directors and designers for the New York Office.

**E-NATIVE AGENCY | JUNE 2004 / 2011**  
**Art Director | Los Angeles - New York - Paris**

Responsibilities: Art Direction, Brand development, website design, website traffic growth and advertising revenue. Developed brand strategy, Products Design, Corporate identity, Ad Campaign...

- Antik Denim// Advertising Campaign, web campaign and new presence on the web.
- Ed Hardy// Product design for the energy drinks department.
- MontBlanc// Product design new watch and Jewelry collection• Totsy.com Part-Time Creative Director (April 2010 / June 2011)
- TechnoMarine.com Creative Direction (June 2010 / January 2012)
- ideeli.com Freelance Senior Art Director (June 2009 / June 2010)

**BRAND DNA AGENCY | PARIS JUNE 2002 / JUNE 2004**  
**Art Director | Paris**

Responsibilities: Art direction, conceptualization and project management - Extensive experience with increasing brand values, positioning and Brand extension.

Other clients : Agens B, Motorola, Escada Group, Smart, Bayer CropScience, IMG Artists, Phillip Morris Int., Swatch, Caran d'Ache...

**E-NATIVE AGENCY | NOVEMBER 2000 / 2002**  
**Designer | New York**

Responsibilities: Conceptualization, Design , Flash development.

Artificial Intelligence (AI)// project for Steven Spielberg, Dreamworks, Microsoft, Warner Bros. Awards and Recognition for AI :

- Entertainment weekly rated the campaign for the Spielberg movie AI- Artificial Intelligence, "Internet Site of the Year".
- Ad Week gave AI the award for "Best Viral Marketing Campaign of the Year"
- Create Online Magazine rated AI the "Number One Best Ever Viral Campaign" - Jupiter Media Metrix allocated an entire session to the " A.I." campaign at its online advertising forum

**education**

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**SVA**  
**WEB EVENING CLASS 1998**  
**NEW YORK**

Field of Study: flash, dreamweaver, HTML CSS, fireworks

**ADVERTISING - DESIGN**  
**Académie Charpentier**  
**1995/1998**  
**Paris, France**

Field of Study: Advertising, Design, Typography, Identity, Illustration, Layout, Packaging, Photography, Storyboarding.

**BEAUX-ARTS**  
**Académie de Meuron**  
**1992/1995**  
**Neuchâtel, Switzerland**

Field of Study: Art history, perspective, drawing, painting (Oil, acrylic, Water colors) sculpture, colors.