

Colby Parson

Creative Director

Experience

Freelance Design Director

July 2023 – Present

Various Clients, Remote

While pursuing my master's degree, I've maintained a steady flow of freelance work—leading projects in UI design, development, motion graphics, and creative strategy for clients like Boston University, Save the Children, Breeders' Cup, and more.

- Delivered creative direction, user experience design, visual design, development and prototyping for nonprofit, education, medical, and sports sectors.
- Developed motion graphics and interface animations for marketing and storytelling purposes.
- Designed responsive digital products that aligned with accessibility and brand guidelines.

Creative Director

August 2014 – July 2023

Tata Consultancy Services, Santa Clara, CA

As a senior creative lead on global accounts, I directed design strategy, cross-functional collaboration, and digital innovation for high-profile clients like Sony Pictures, Starbucks, Jaguar, Ericsson, Qantas, and Intel. I managed creative teams and ensured top-tier execution across digital and print.

- Oversaw the visual and UX direction of enterprise platforms, campaigns, and branded ecosystems across industries worldwide, ensuring cohesive brand identity and user-centric solutions.
- Managed design teams and mentored creatives through performance reviews, growth plans, and daily cross-disciplinary collaboration, fostering innovation and long-term team development.
- Aligned creative output with business goals and stakeholder expectations through strategic engagement, research, and feedback, driving measurable outcomes and consistent client satisfaction.
- Integrated branding, UI/UX, and front-end development into cohesive project delivery.

Senior Interactive Designer

May 2014 – August 2014

Disney ABC Television Group, Burbank, CA

In a contract role at Disney ABC, I bridged the gap between design and development by creating interactive prototypes that communicated intended functionality and design intent.

- Designed and coded front-end prototypes to visualize interaction models for web experiences.
- Acted as a translator between design and engineering teams to ensure functional alignment.
- Supported various web design and content production initiatives across the ABC portfolio.
- Collaborated with UX and product leads to test design concepts and validate usability assumptions.

Lead Web / Interaction Designer

August 2012 – March 2014

Acer, Inc., Irvine, CA

Oversaw UX improvements and visual design efforts for Acer's global digital footprint and helped evolve their social and brand content strategy.

- Contributed to the redesign of Acer's global website with a focus on usability and brand alignment.
- Designed and maintained visuals for multiple digital campaigns and social platforms.
- Partnered with developers, copywriters, and product managers to streamline design-to-dev workflows and improve turnaround.

Contact

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Software and Skills

Design / Development Software

Adobe Photoshop
Adobe Illustrator
Adobe XD
Adobe After Effects
Adobe Premiere Pro
Adobe InDesign
Adobe Audition
ChatGPT
Figma
Microsoft Office
Midjourney
Mural

Development Languages

HTML5
CSS3
JavaScript

Selected Clients

ABC / Disney
Bank of America
Epson
Ericsson
Fed Ex
First American
Gateway
Hilton
Kawasaki
Konami
Lego
Microsoft
Rosetta Stone
Sony Pictures
Starbucks
United Airlines
UPS
Verizon Wireless
Warner Brothers
Yamaha

Digital Art Director

July 2012 – August 2012

Fuse Interactive, Laguna Beach, CA

Directed digital creative for Kawasaki's motorcycle and ATV campaigns, delivering high-impact interactive experiences.

- Provided art direction on three award-winning campaigns recognized by the ADDYs.
 - Designed responsive web and mobile assets under tight production timelines.
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Digital Art Director

July 2011 – July 2012

Marshall Advertising, Costa Mesa, CA

Led digital creative efforts for clients including Yamaha and Toyo Tires, overseeing full lifecycle production of web and interactive projects.

- Directed strategy and execution of award-winning campaigns across web and mobile.
 - Balanced creative leadership with hands-on development in HTML, CSS, and Flash.
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Web Designer

November 2010 – July 2011

Acer, Inc., Irvine, CA

Worked on the visual identity and redesign of Gateway.com, while supporting design and development needs across other Acer brands.

- Created modular design systems and production-ready front-end assets.
 - Delivered UI improvements and digital assets across Packard Bell, eMachines, and Acer portals.
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Interactive Designer / Graphic Designer

July 2010 – November 2010

First American Title, Santa Ana, CA

Provided design and development support across digital and print, producing interactive marketing materials and internal training modules.

- Designed interactive brochures, banners, e-learning tools, and print ads.
 - Edited motion graphics and created video content for training and communications.
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Interactive Designer

March 2010 – July 2010

Konami Digital Entertainment, El Segundo, CA

Delivered interactive assets and websites to support video game promotions, collaborating closely with marketing and product teams.

- Designed and developed web experiences, microsities, and social content using HTML/CSS/JS.
 - Produced digital assets, animated ads, and branded multimedia content for major game titles.
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Interactive Designer

April 2008 – March 2010

Arbonne International, Irvine, CA

Collaborated with Arbonne's Creative Web Team to design and develop a range of interactive and multilingual digital assets supporting consultants and corporate initiatives.

- Designed and produced microsities, web banners, Facebook pages, product knowledge sheets, promotional newsletters, and microsities to drive user engagement
- Provided creative direction and technical solutions within a high-performance interactive design team, contributing to marketing strategy and UX enhancements.

Education**Master of Science / Master of Business Administration**The University of Montana
Missoula, MT, Expected May 2027**Bachelor of Science / Business Administration**Emphasis: International Business, Management
The University of Montana
Missoula, MT, December 2002

Awards & Honors

2024

Portfolio of the Day, Only the Best Portfolios<https://pafolios.com/colby-parson>

2017

Request for Publication, IdN MagazineInfographics Issue

2014

Honorable Mention, AwwwardsInteractive Development
Mad Max / West Coast Customs
Microsite

2013

ADDY AwardsInteractive Design/Development
Toyo Sweepstakes Rich Media**ADDY Awards**Interactive Design/Development
Toyo Proxes T1 Sport Banners**ADDY Awards**Art Direction
Kawasaki Ninja 300 Microsite**ADDY Awards**Art Direction
Kawasaki Ninja ZX-6R Microsite**ADDY Awards**Interactive Design/Development
Toyo Proxes4+ Online Banners**ADDY Awards**Interactive Design
Kawasaki Ninja ZX-6R Mobile