

Pablo Dunovits

Creative & Experience Design Director – Virtual Chief Digital Officer | Digital Transformation

The undercover manifesto

Enjoy digital. Listen, learn and interact with immediate feedback. Have fun. Work hard. Work smart. Make the world a better world by educating people.

I'm a business & social entrepreneur, startup-leader, Digital Creative & Experience Design professional with more than 17 years industry experience. Combining strategy, creativity and technology with an extensive practice in Visual Thinking, agile delivery of customer-centric digital products and services.

As **virtual Chief Digital Officer**, I work with the exec team to understand the current digital reality, business context, customer pain points and the vision in order to develop rapid interventions adding business and customer value.

As a **Creative & Experience Director** or I oversee all the IA, CX, UX and UI and graphic production teams for an integrated digital delivery within the ICT and Marketing strategy. My specialties lie in advanced Human Centred design principles, both design and implementation as well as digital disruption and innovation. I'm committed to delivering the richest possible creative and customer experience through blended channels of physical and digital solutions.

Some local and international clients I've worked with: Petrobras Argentina, Sherwin Williams, Four Seasons, Molinos Río de la Plata, Bardahl Argentina, FM 99,9-La100, AM790-Mitre, Distribution Company, Sony Pictures Argentina, Coca Cola, Motorola, LG México, Yahoo Argentina, Universia, 5'asec, Acindar, Bodega 3 Blasones, Toyota Treos, Speedy-Telefónica de Argentina, Jhonson & Jhonson, DeAutos.com, CastellanoLibros.com, Westpac, Air New Zealand, Vodafone, Purex, Anchor, TVNZ, Visa, Mazda, New World, Farmers, Waikato University, Motorcycle New Zealand, Working In Events

Key expertise, but not limited to:

- I'm am a successful business start-up leader. My career is built on my knowledge B2C & B2B, customer experience, marketing and lean startup methods.
- Experience Design role encompassing: targeting and acquisition, customer experience definition, solving problem assessment; design & visual thinking, creative and deployment; retention and advocacy and ultimately improving return per customer.
- Natural leader with experience managing, mentoring and recruiting teams. Workshop facilitator, digital speaker and advisor; Proven experience at the highest level of leading digital teams, strategy and interaction.
- Internet content development and distribution (Social, Online PR, SMO, RSS, widgets), e-commerce, ad value services, mobile marketing. Senior project management experience and Agile development methodology
- **AMDIA Argentina**, marketing commission member. **IAB Argentina**, advertising and search commission member.
- Sitecore & Adobe NZ ambassador and Customer Experience lead.

Education

Bachelor of Communications - Universidad de Ciencias Empresariales y Sociales, 2001 – 2006 (*Unfinished*)

Bachelor of Graphic Design - Universidad de Buenos Aires, 1998 – 2001 (*Unfinished*)

Making the world a better place

[Women Entrepreneurship Centre](#) – Auckland, New Zealand | Co-Founder | Virtual CDO - 2016

[Unicef / Deloitte Digital](#) – Auckland | New Zealand | Virtual CDO – *Siria Refugee Campaign advisory* – 2016

[APAER](#) – Chaco, Argentina | Sponsor - Pampa del Indio 408 School Re-build and child education – 2005-2010

Honors and Awards

National Party Digital hub – The National Party New Zealand

- Sitefinity digital solutions List 2014: *Top Five digital solution listed worldwide*

Enlighten Designs Digital Solutions

- Microsoft New Zealand Partner Awards 2014: *Finalist for Collaboration & Content*
- Sitefinity Partners 2014: *Oceania Platinum Partner of the Quarter*
- Microsoft New Zealand Partner Awards 2013: *Collaboration & Content Partner of the Year*

Skate Pinball – Mountain Dew – Frucor Beverages NZ

- CAANZ AXIS Awards 2012: *Bronze Best website category*
- CAANZ AXIS Awards 2012: *Bronze Viral category*
- Digital Media Awards 2011: *Gold Best Integrated category*

Impulse Saver – Westpac Bank NZ

- Digital Media Awards 2012: *Bronze Direct Marketing Category*
- CAANZ AXIS Awards 2012: *Gold Mobile category*
- Digital Media Awards 2011: *Gold Financial Services category / Silver Mobile category*
- **The Cannes Lions 2011: Bronze Promo & Activation Lion.**

Cienradios.com – Grupo Clarin/Mitre

- New York Festival 2009: *Bronze medal Best entertainment website*
- Matear 2008: *Finalist Entertainment website category*

Bad Boys II - Sony Pictures Argentina:

- Pencil 2002: *Richmedia online campaign Golden Pencil 2002*



Experience

Founder | Experience Design Director | Virtual CDO - *Basics Digital (NZ)*

June 2016 – Actual

Designing digital culture from within your business. Companies must be able to adapt quickly. I use the Visual Innovation Process to integrate IT, marketing, operations and customer experience so a business is more agile. This increases throughput, reduces waste, innovates the digital culture and drives transformation.

My approach It's fresh, nimble and highly collaborative. No fluff, no buzzwords, no death-by-Powerpoint. Just visual, insight and action, driving value for your business.

I DO THAT BY , BUT NOT LIMITED TO:

- Digital transformation & innovation.
- Turning Insight to Action & Digital Strategy
- Organisational performance & transformation
- Agile digital production
- Advising Board & CXO-level
- Outcomes focus
- Design & Visual Thinking
- CX / UX / UI / IA
- Online Advertising - rich & Social media, mobile applications, advergames, Data driven (analysis) and SEO, affiliate marketing and SEM management.
- CMS and content distribution, e-commerce, real-time Marketing.
- Project management and managing budgets

Co-founder | Trustee | Virtual Chief Digital Officer – *Women Entrepreneurship Centre (NZ)*

June 2016 – Actual

I SOLVE DIGITAL PROBLEMS.

Women Entrepreneurship Program/Center is a platform that educates, inspires, and empowers women entrepreneurs. I provide mentoring, practical learning, consultancy and is actively researching in areas of relevance to entrepreneurship in New Zealand. The Center also focuses on research on the context and influence of women as entrepreneurial leaders and the ways in which organizations are transforming themselves to most effectively tap the diversity of talent. The Center caters to women from all walks of life including undergraduate and graduate students. It provides access to education, engagement with role models and opportunities to experiment with their ideas.

The main objective of programmes and workshops is to create awareness and inspire women from all walks of life (community, corporate, students)

Head of Creative & Experience - *Deloitte Digital (NZ)*

August 2015 – June 2016

I lead the Creative & Experience Design team within Deloitte Digital in New Zealand, focused on developing our kiwi Experience Design practice with the local customer and technical leadership team.

My work here has allowed me to not only look at the immediate customer experience requirements via digital but also work on creative, experience and innovation strategies that aim to change the way our clients are servicing their current customers and open the doors to new opportunities and offerings. Transform business models through digital experiences an innovative technology

As my involvement in the digital industry has matured, as part of a global network, so to has my passion for great experiences. My role allows me to expand beyond my original remit as a Creative Director, however I continue to grow and share my knowledge as a digital and LX (*Loyalty Experience; CX+UX*) thought leader, and actively contribute to training and leadership throughout the organisation and digital industry.

Digital Creative & Experience Design Director - *Intergen (NZ)*

January 2015 – August 2015- For client case studies visit www.dunovits.me

Lead the Creative, UX design team aiming to deliver human centred and omni-channel solutions on top of Microsoft technology. Focused on outcomes and always-put Intergen's customers first. Aim to integrate devs team with agile training and project delivery.

Principal responsibilities:

- Lead the creative and UX design team integration with FEDs capabilities.
- Developed the Visual Thinking, Storytelling and UX business capabilities, keeping Intergen's vision relevant to local and international clients and industry changes.
- Designed and facilitated Visual Thinking and CX workshops, focused on business development and building client relationships, seeking to integrate Microsoft technology across multi-platform and omni-channel experiences.
- Increased collaboration with sales and development team leads with Design Thinking and creative approach; ensuring that our internal and agile development team was able deliver what's designed.
- Key clients; Ryman Healthcare, BellGully, Microsoft

Digital Creative & UX Director - *Enlighten Designs (NZ)*

January 2013 - December 2014 - For client case studies visit www.dunovits.me

"Hands-on" leader, responsible for the development of the Creative, Experience Design and Art Direction while managing the delivery of digital projects, experience and services that meet client' needs.

Principal responsibilities:

- Produced award winning creative visual solutions, concepts and multiplatform prototypes that meet client and user experience requirements and exceed their expectations.
- Mentored and coached designer(s) and sales in design work and digital strategy, growing digital capabilities, work flow and increasing the design team from 2 to 13 members across multi-disciplines.
- Led of Enlighten's brand and its external communication strategy.
- Web evangelism/consultant - Developed material and business cases to educate and communicate to clients and the organisation on digital disruption and benefits of good digital strategy, Design & Visual Thinking and User Experience practice.
- Managed outside resources, including vendors, photographers, printers, freelancers, web and interactive sub-contractors.
- Grown and led the Enlighten Designs Digital capability into a market/industry leading position supported by Microsoft technology.
- Key Clients; National Party, Unison, Wintec, Waikato University, NZ HomeLoans, LIC

Digital Creative Director & UX Consultant - *Dunovits (NZ)*

February 2012 - December 2012 – For client case studies visit www.dunovits.me

Independent Experience Design, Creative and Strategist consultant focused on assessing and leading client's digital maturity evolution, business digital automation/transformation and CX/UX while delivery Data Marketing Platforms.

Principal responsibilities:

- Overseeing Brand digital maturity and creative approach.
- Managed client's internal organizational evolution becoming a networked market place, agile, dynamic, multi-channel and customer centered focused.
- Ensured that digital solutions were at the forefront in comparison to competitors.
- Led workshops with latest digital opportunities and trends in consumer interaction with digital technology and inspired clients with those possibilities.
- Overseeing regular analysis of online customer feedback and Management Information.
- Led the development and execution of creative concepts and multi-channel style guides that adhere to client's brand standards by managing teams of senior freelance and outsourced coworkers

Senior Digital Art Director - *Colenso BBDO / AIM Proximity / .99* (Clemenger Group NZ)

July 2010 - February 2012 - For client case studies visit www.dunovits.me

Responsible for the Art creation and direction of all interactive media, led a multifunctional team of UX/UI designers, writers, videographers, photographers to create innovative and usable digital solutions that satisfied needs spanning ecommerce, digital storytelling, mobile, and in-store experiences.

Principal responsibilities:

- Led the development and execution of creative, design concepts and multi-channel style guides that adhere to client's brand standards.
- Ensured the usability, consistency, brand relevance, and functionality of the finished product.
- Increased design workflow efficiency by cut edge design and UX new principles and processes.
- Managed timeline and execution of all jobs/tasks, including desktop, mobile, social campaigns, emails, display ads, onsite banners, etc.
- Agile methodology implementation ensuring content was created as expected, being consistent with each divisions branding.
- Support creative and design conception across all divisions.
- Coordinated art direction for all web shots.
- Quality, efficiency and client perception Increased while presenting work in front of both internal and external clients



Co-founder, Executive Creative Director / Head of Experience Design - *eIDogma Interactive (Arg)*

January 2003 – July 2010 - For client case studies visit <http://www.dunovits.me>

For almost 8 years I run eIDogma as an independent interactive agency focused on digital services, e-marketing, advertising and web development. Also led its Graphic Division based on offering brand, creativity and printing solutions. A privilege I had to manage a team of 30 multi-disciplined amazing minds, placing eIDogma as one of the most rewarded and well positioned digital agencies in Argentina.

Principal responsibilities:

- As head of Digital and Creative Director I led the business outcomes, conceptualization and delivery of cutting edge digital campaigns/solutions across Argentina, Brasil, Mexico and Chile markets.
- Lead an end-to-end view of creative, UX and marketing's role encompassing: targeting and acquisition; customer experience definition, design and deployment; retention and advocacy; and ultimately improving return per customer.
- Exposure to a wide range of industry sectors including Telco (fixed and mobile), Banking, Utilities, Media, Airline and Professional Services.
- Trained and led of the creative and account team into the digital communications industry.
- Planned budgets and projections by determining pricing to formulate online marketing plans and strategies for key clientele. Ensured the agency core philosophy was always creative, strategic and forward thinking

Experience Design Director at *Castellanolibros.com (Arg)*

December 2001 – January 2003

Kept the organisation's digital, technical vision and strategy at the forefront of decision-making and action. Making the vision and strategy meaningful to internal and external stakeholders by aligning communication, people, culture, processes, resources and systems ensuring business outcomes.

Principal responsibilities:

- Management of the Digital Investment portfolio budget. Increasing traffic and subsequent sales conversion positioning Castellanolibros.com as **prime position selling online books in South America.**
- Provisioning of a digital service experience for internal stakeholders customers.
- Develop, implement, and manage strategy advertising increasing targeting and acquisition; customer experience processes, purchase design flow; retention and advocacy; and ultimately improved and incremented return per customer.
- Identify opportunities to develop new business and advertising opportunities.
- Developed and implemented technical business solution that enabled Castellanolibros.com to expand into new markets, products, services or innovative solutions. Creating an efficient environment and robust CRM system to manage user databases as well as stakeholder's financial workflow.

Senior UX & Web Designer at Cortina & Vergara (Arg)

January 2000 - December 2001