



IAIN NEALIE

Creative Director

EXECUTIVE SUMMARY:

I'm a multidisciplinary Creative Director with a passion for helping brands and agencies deliver groundbreaking work across digital platforms.

For the past decade I've worked with top brands and creators across APAC to deliver award-winning, effective and revenue shifting campaigns and experiences.

You can view a selection of my work and awards at iainnealie.com

MY APPROACH:

The world is spoilt for choice. We're producing more content, more messaging and more experiences than ever before.

In this constant competition for attention, brands need to be hyper relevant, culturally aware and engaging to stay on top.

Understanding new environments, surfaces and platforms – and how to best leverage them – is vital for brands wanting a share of the future.

There's no one-size fits all approach, but in my experience, it all starts with the user. Understanding their POV, their needs and wants, and ultimately how you can be uniquely useful or entertaining to them.

From there, it takes transparency, trust and flexibility to get stakeholders invested in innovation and experimentation.

I like to collaborate with a diverse group of passionate, multi-skilled creatives and strategic thinkers who understand how to combine insight with storytelling to build brand experiences that go beyond advertising.

PROFESSIONAL HISTORY:

10+ years experience in Creative and Tech
100+ Global creative and effectiveness awards

Google APAC

Creative Director, APAC
Nov 2013 – Current

- Concept and build new experiences for partners using Google platforms
- Support Google Engineering teams launch and test new features
- Collaborate with Creative Agencies and Production partners

Saatchi & Saatchi Sydney

Creative, March 2012 – Oct 2013

TBWA\Whybin Auckland

Copywriter, May 2009 – Mar 2012

EDUCATION:

- Design Thinking – D.School, Stanford
- Facilitation, Hyper Island
- Bachelor of Communications, AUT

AREAS OF EXPERTISE:

- Creative Direction
- Brand Strategy
- Design Thinking
- UX design
- Copywriting
- Creative Technology

CAREER HIGHLIGHTS:

– Helping hundreds of thousands of Kiwis discover and learn Te Reo Maori via Kupu, a photo translation app powered by Machine Learning. Then scaling the platform globally with UNICEF to help other indigenous languages around the world.

– Making eye tests as simple and painless as reading a children's book via Penny the Pirate, an eye screening tool developed for OPSM.

– Reuniting owners with lost pets using the power of real-time display advertising via Pedigree Found.

– Making the internet a slightly less toxic place by promoting positive identity labels for marginalised communities on the web via Project Respect and Google's Perspective API.

CONTACT ME:

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