



Phone  
**408.332.8683**

Email  
**ED@HAVELDESIGN.COM**

Portfolio  
**HAVELDESIGN.COM**

Location  
**SF BAY AREA, CA**

# ED HAVEL

**SR BRAND/DESIGN MANAGER**

An accomplished design leader with 15 years of diverse experience increasing sales and building customer loyalty, from start-ups to Fortune 500 companies. Proficient in web, print, packaging, and video art direction. Recognized for redesigning top brands, including Apple, Cisco, Target and Williams Sonoma Inc., enhancing websites, collateral, events, and signage. Passionate about modernizing companies and fostering creativity with a fun factor approach. Skilled in selling ideas through in-person and online pitches and committed to inspiring and exciting others through visual design, promoting emotional intelligence in the workplace, and fostering a culture of respect and kindness at all levels.

# HAVEL DESIGN

**SR ART DIRECTOR, OWNER**

Jan 2008 » Present

Create responsive websites, brochures, posters, packaging, signage, logos, datasheets, PowerPoint presentations, event graphics, and business cards/letterhead sets. Actively engaged in every facet of creative projects, including team management and design reviews.

- **Designed web and print materials for 75+ clients across diverse industries in the US**, ranging from Silicon Valley tech giants to startups. Notable clients include Stanford University, The City of San Jose, and design agency Clear Digital, collaborating on projects with Cohesity, Bitdefender, Aternity, Dwolla, RMS, Skycatch, and others.

# BLOOM ENERGY

**SR CORPORATE BRAND MANAGER**

Apr 2020 » Sep 2023

Revitalized Bloom's image with a comprehensive digital asset redesign, covering the website, data sheets, case studies, PowerPoint templates, icons, videos, and signage. Radically positioned the company firmly in the competitive green energy marketplace, marking a significant transformation in its 21-year history. Introduced precise product visualization through isometric design and managed daily design and branding for a 60+ Sales and Marketing team.

- **Increased revenue from \$785M to \$1.2B annually** through a comprehensive company rebranding initiative spanning six months of dedicated work.
- **Expanded social media brand presence from 30K to 100K LinkedIn followers.**
- **Elevated investor interest in Bloom Energy** through two successful Investor Conferences in Fremont (May 2022) and NYSE (May 2023) that **boosted stock prices from \$14.05/share to \$27.36/share** and **\$13.55/share to \$17.66/share**, respectively, generating positive press coverage and securing substantial sales deals.
- **Established consistent design and brand quality** for all Bloom Energy projects, streamlining project requests and design reviews.

# WILLIAMS SONOMA

**SR DESIGNER, WEB CREATIVE (CONTRACT)**

Jun 2019 » Jan 2020

Designed and executed customer-facing email campaigns tailored to the preferences of over 8 million loyalty rewards members, showcasing products from Williams Sonoma, Pottery Barn, and West Elm.

- **Achieved a 17.8% click-open rate and a 7% increase in product sales** for a weekly email campaign by implementing fresh email layouts and design approaches.
- My stylized email strategy **generated \$500K+ in sales.**
- **Increased monthly Key Rewards signups by 9% and drove a 12.5% increase in overall purchases** via a redesigned, brand-consistent landing page.

# VIEW

**CREATIVE DESIGN MANAGER**

Feb 2018 » Nov 2018

Managed all company brand/design aspects, including website, print collateral, email/web banners, and event signage—designed materials for a Netflix campus survey study, highlighting the benefits of View smart glass for employees.

- **Delivered a revenue surge from \$20M annually to \$101.3M** over five years through a complete website redesign.
  - Since its Oct 2018 launch, the website remains a pivotal asset still in use as of Sep 2023.
- **Implemented Online Style Guide brand/design standards** and redesigned all sales collateral, resulting in consistent and refreshed company design, enhancing the overall quality of marketing materials.



# SENSI

ART DIRECTOR & LEAD DESIGNER

Jun 2017 » Jan 2018

Designed captivating packaging for the Sensi Coffee product line, including display and individual K-cup boxes. Created a color-coded Gummies series, trade show pop-up banners, 15 web banners, a sales sheet, and an email template.

- **Launched a groundbreaking CBD/THC-infused coffee product for Sensi Cafe**, a sub-brand of Sensi Brand Products, by implementing an innovative design approach.
  - Modern packaging design garnered significant market attention, initiating a CBD/THC coffee market in 2017.
- **Developed a distinctive packaging series for Sensi Gummies, comprising five flavors**, which swiftly gained placement in 100+ dispensaries across CA, boosting Sensi Brands' annual revenue, surpassing \$4M.

# APPLE

SR KEYNOTE DESIGNER (CONTRACT)

Apr 2017 » May 2017

Crafted exclusive Keynote slides for the 2017 Worldwide Developers Conference, featuring original icons, custom graphics, and advanced animations tailored to showcase iPhone, iPad, and High Sierra OS.

- **Enhanced the event's visual impact and generated excitement around the showcased products**, leveraging advanced design skills in icon creation, typography animation, and product/text layouts.

# SUPPORT.COM

SR CREATIVE MANAGER

Nov 2015 » Mar 2017

Redesigned the company website, print materials, and PowerPoint sales deck. Created cross-promotional materials, trade show graphics, and web design for primary clients, including Target, Staples, and Office Depot.

- **Tripled the previous year's gross income by redesigning the entire website** to effectively showcase the company's dual offering of Software Solutions and IT Support Services.
- **Achieved a 15% increase in Service Revenue** by leveraging cross-promotion strategies with key customers.

# CISCO SYSTEMS

SR CREATIVE DESIGNER

Oct 2013 » Dec 2014

Led a 32-person global design team on projects spanning brochures, infographics, event signage, internal websites, department rebranding, posters, email templates, and PowerPoint presentations. Provided ongoing support to top executives, enhancing their weekly presentations.

- **Exclusive team member in a prominent three-day GSX event** in Las Vegas, contributing to its success and impact by elevating brand and design solutions.
- **Boosted customer and employee engagement** by developing critical sections of The Cisco Story and Networking Academy internal websites.
  - Both projects remained high-profile and progressed after my departure from Cisco.

## SKILLS

Creative Concept Development | Branding & Corporate Identity | Corporate Rebrand Execution | Design/Brand Management | Creative Vision/Leadership | Digital/Print/Packaging | Digital Marketing Strategies | Graphic Design | Website Design & Development | Art Direction | Adobe Creative Suite

## PROJECTS

Responsive Websites | Landing Pages | Infographics | Email Campaigns | Datasheets White Papers | Brochures | Case Studies | eBooks | Isometric/3D Design | UX Design Iconography | Style Guides | Department Logos | Posters | Product Packaging | Event Signage | Large Format Graphics | Video & Photoshoot Art Direction | Social Media Design Web Banners | PowerPoint & Keynote Presentations | Magazine Ads | Business Cards & Letterheads | Branded Wall Murals

## EDUCATION

B.A. in Design Studies, San Jose State University