

Lino Ribolla

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Creative and Design Director for Digital and Brand Transformation

Award-winning strategic leader directing high-profile global projects for Digital Platforms, Branding, Marketing, UX/XD, and Integrated Communications, across multiple categories, channels and markets.

- Deep category experience in Financial Services, Technology, Telecomms, Automotive, CPG, Healthcare and Higher Education.
- Digital since day one, with strong success creating immersive brand experiences utilizing social, mobile, and search platforms, successfully managing large (60 staff) to small creative departments, including Creative/UX teams, content and brand strategists.
- History of Industry-firsts, winner of major global awards (Cannes Gold Lions, Webbys, One Show, NY Festivals.)
- Know-how integrating Strategy, Analytics and SEO to Creative and Design development, for high performing projects and campaigns.
- Business-focused, directing teams to full performance capacity and managing P&L of an entire office for rapid growth.
- Accomplished pitch winner and storyteller, talented presenter to C-Suite, able to retain and nurture such relationships.

Career Highlights

- **Led transformation of the Creative and UX work** for Primacy, resulting in a double Forrester nomination: “Top 50 Digital Experience Provider” and “Now Tech: Professional Services For Digital Health Transformation.”
- **Winner of Gold Lion** at Cannes for Best Integrated Campaign - Cancer Research UK (OgilvyOne UK)
- **Directed the re-design** of the global American Express Global digital platform (Public and Portal) (OgilvyOne UK)
- **Re-branding, Creative and UX direction** for Lenovo global e-commerce platform and all online campaigns (OgilvyOne NY)
- **Creative and UX direction** for GM-Opel European site and all online campaigns (Modem Media UK)
- **Re-designed the Philips global e-commerce B2C and B2B platform** for a global catalog with over 1500 SKUs, leading Creative and UX teams of 40 members in 3 offices: London, Munich, and Norwalk.
- **Juror at International Awards** - Webbys, Anthem Awards, WebAwards (all ongoing), NY Festivals, MITX, DoubleClick.

Professional Experience

The Digital Embassy | New York Founder, Creative Director

Jan 2020 - Present

Management and hands-on work for a UX, marketing and branding consultancy, ranging from Creative Concepts for Digital and Integrated campaigns, UX Development, Branding, Personas Development, Customer Journeys and Lead Gen projects integrated with Analytics for deployment through Marketing Automation platforms (Hubspot.)

- Designed and directed the seamless transfer of a Wealth Management client 9-figure portfolio and clientele to a new digital platform, creating new brand, design system, UX and UI in 4 weeks.
- Achieved a cost reduction of 70% below industry average for CTR Performance of display campaign for Assisted Living client.
- Developed proprietary process to utilize SEO insights in Brand and Campaign development, increasing customer engagement.

Clients: LCR Capital Partners, Five Star Senior Living, Nomadworks, Travel Zoo, Ideel (Groupon), Double Verify.

Oliver Wyman | New York Director of Design - Americas

Jul 2021 - Jul 2022

Led Design and Creative capabilities for the Americas region, anchored in the Oliver Wyman Studio, the digital innovation and design-thinking lab.

- Drove digital transformation and innovation through Design Thinking, focused on deeply understanding customer needs to ideate, prototype, and de-risk new venture creation, ranging from internal tools to customer-facing products.
- Created impactful and transformative customer experiences through a Human-Centered Design approach, centered on value proposition development, brand, and product experience design, for digital businesses.
- Directed Portal development for Class I Railway client, creating new customer experiences to address and optimize supply chain issues, user engagement and customer service bottlenecks, leading to 12% savings to their US\$1B business.

Clients: Banking, Insurance, Digital Payments, Railway (Confidential)

Primacy | New York Executive Creative Director and Managing Director NY

Apr 2010 - Dec 2019

Dual role, leading all the Creative and UX across NYC, CT, FL, and BOS offices (30 creative and UX staff), encompassing Branding, UX/XD, Integrated, Direct, Digital Advertising and Platforms, TV and Print, and also fully managing the NY office.

- Engaged in entire agency management, including all major account pitches, addition of Media operations and integration with Technology, to drive innovation and growth, leading to US\$8MM to US\$20MM revenue increase during my tenure.
- Started and managed all operations for NYC office, including P&L ownership, growing it to U\$4MM.
- Implemented creative innovation processes across all offices. Transformation of the work made the agency the most awarded in CT in 2017 for creative awards (over 50 wins) and a first-time recipient of national and global awards.

Clients: The Hartford, Chubb, TIAA, Aetna, Cigna, University of Chicago Medicine, Yale New Haven Health, Dana Farber, SCAN Health Plan, Partners Healthcare, Emblem Health, MIT, Cornell CALS, Yale Law School, Regis University, Otis Worldwide, Cannondale, Zicam.

Colangelo Synergy Marketing - Omnicom | Darien, CT **Chief Creative Director**

May 2008 - May 2009

Spearheaded the integration of 3 separate departments (Digital, Offline and Packaging), to integrate Digital Advertising and Platforms, UX/XD, Direct, TV, Print, Branding, Packaging, Experiential Marketing, POS.

- Provided creative direction and strategic insights for all agency work, including structuring, management, mentoring and guidance of integrated creative team (45 creative and UX staff.)
- Introduced creative processes to innovate and simplify delivery of integrated projects, resulting in 10 -15% creative costs and development time reduction.

Clients: Diageo (Guinness, Smirnoff, Cuervo, Johnnie Walker), Green&Black's, Kraft (Seattle's Best, Capri Sun, Kool-Aid), Unilever (Vaseline, Lever 2000), Church and Dwight (Trojan, Spin Brush, Arm & Hammer.)

Additional Relevant Experience

OgilvyOne UK | London, UK - **Executive Creative Director** | American Express, Ford, IBM, Cisco, British Telecom, Unilever.

OgilvyOne NY | New York - **Senior Partner, Creative Director** | Lenovo, Kraft, Unilever, AMEX, Deloitte, Marsh.

Modem Media UK | London, UK - **Executive Creative Director** | GM-Opel, HP, Philips, Unilever, Allianz Group, Deutsche Bank.

Modem Media France | Paris, France - **Executive Creative Director** | IBM Europe, France Telecom, Nexans.

Modem Media | Norwalk, CT - **Creative Director** | John Hancock, Unilever, AT&T (Consumer and Brand), Intel, Compaq.

Awards

Cannes Gold Lion, Grand Prix Revolution Awards, Addy Awards Best of Show, New York Festivals, The One Show, Webby's, DMA Echo Awards, CASIE Awards, British DMA, John Caples, MIXX, AdTech, Midas Awards, eHealthcare.

Areas of Expertise

Executive Leadership | Accomplished Pitch Winner | Creative Direction | UX/XD Design | Design Thinking | Storytelling | Creative Strategy | Branding & Identity | Brand Development | Digital Marketing | Digital Media | Integrated Advertising | TV | Print | Direct Marketing | Email Marketing | Social Media Marketing | Web Design | Management of Global Projects | Strategic Planning | Business Operations | E Commerce | Mentoring | Deep and Hands-on Knowledge of Creative and UX Software Tools (Adobe Creative Suite, Figma, Sketch, Webflow) | Analytics | SEO | French (Fluent) | Portuguese (Native) | Italian (Conversational) | Spanish (Conversational)

Industry-Firsts

www.ribolla.com/portfolio/firsts.html

First In-flight Interactive Advertising Campaign | IBM Wimbledon/Virgin Atlantic

First Interactive Livestream from an Online Media Campaign | Cisco SMB Security

First Virtual Sampling Website | AT&T True Choice

Education

Master of Fine Arts, Concentration in Computer Graphics | Pratt Institute, New York

Certificate, Disruptive Strategy | Harvard Business School Online

Google UX Design Specialization | Coursera