

BOB BJARKE, CREATIVE DIRECTOR

Oakland, California

I'm a Creative Director with deep expertise in leading teams, generating ideas, and sharing award-winning work with clients. I've led teams in tech, at ad agencies, and in sports and volunteering. I'm passionate about building diverse teams, I think being a creative professional is one of the best jobs in the world, and I believe that a predisposition for action is one of the most important qualities creative people can cultivate. I specialize in building break-through creative in a variety of media (from mobile video to AR and VR and AI) and I love making my own work (in photoshop, keynote, 3D tools, AR and code) as much as I love inspiring and guiding a team. I'm looking for opportunities to build work that transforms the way people think about brands, businesses and the world.

CREATIVE DIRECTOR, META: AR/VR/EMERGING TECH 2020-2023

- I led a global creative team exploring the potential of emerging tech for brands and businesses.
- Oversaw the creation of award-winning AR, VR and Mixed Reality product experiences for clients and internal product teams.
- Managed a global team of 6-12 art directors, designers, and strategists
- Partnered with brands and internal marketing teams to create groundbreaking and award-winning work in new spaces.

CREATIVE DIRECTOR, FACEBOOK & INSTAGRAM: MOBILE & PRODUCT 2014-2020

- Creative Director on dozens of mobile ad campaigns for brands big and small, including industry-defining and award-winning work for Toyota, Lexus, Dollar Shave Club, Walmart, Disney, and many more.
- Built strong and enduring relationships with creative agency leadership and C-level brand marketing partners.
- Built new and innovative ad products with product teams, partnered with alpha and beta partners to test products and prepare go-to-markets.

ART DIRECTOR: CREATIVE AGENCIES AND IN-HOUSE 2005-2014

- Award-winning art director for ad agencies and in-house teams
- Agencies: Leo Burnett, TBWA/Chiat/Day, RPA, Team One; in-house at Beats by Dre.
- Clients: Nintendo, Kellogg's, Pepsi, Honda, Lexus, Toyota, and more.



Contact:
bobarke@gmail.com
www.bobarke.com
Linkedin.com/in/bobbjarke

Likes:
Pasta, Bob Dylan,
cappuccinos

Fun fact:
Author of the non-fiction
book *Non-Goals: What to
Look For When You're Look-
ing At Soccer*

Recent Achievements:

The Impressionist Weather Report uses real-time weather data to make AI-generated art in the style of impressionist oil paintings. www.WeatherPainting.com

Spatial Fusion is an award-winning mixed reality experience that redefines the creative potential of AR and VR. Winner of two Poly Awards. www.SpatialFusion.com

AirMail AR allows people to send messages to friends that appear in the sky. www.AirMailAR.com