



PAT MILO

"We might as well make this fun!" Read the summary statement below in just one breath. ☺

Multi-disciplined and strategy minded Creative Director with 18+ years of entrepreneurial innovation, conceptualizing, planning, creating, launching and growing businesses across a diverse landscape of industries. Proven record developing start-up strategies and solutions delivering vision, communication, management and market acumen resulting in the creation of 100's of unique products, solutions, environments, experiences, and team cultures.

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References:

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Skills:

- Creative Direction
- Art Direction
- Branding
- Product Strategy
- Product Development
- Interface Designer
- Experience Design
- Interaction Design
- Entrepreneurship
- Product Marketing
- Digital Marketing
- Business Development
- Videography
- Animation
- Illustration
- Market Acumen
- Strategic Mindset

Proficiencies include:



VP Creative & Marketing (UI/UX) Cobo Inc. Sacramento CA.

2019 - Current

Created and maintained all aspects of the corporate identity and brand from concept to formal start-up and corporate launch as a key player with Founder/CEO and Engineering VP. My design and execution of product aesthetic and function including UI design, UX design, oversight and collaboration with software designs teams in U.S. and India led to the successful launch of an industry defining enterprise solution now deployed in 100+ networks around the world.

- Primary contributor to digital marketing, web design, communications and external collateral resulted in a 90% customer retention rate and a 3x growth in customer acquisition in 2022.
- White labeled the product twice for MSPs allowed for leveraged sales model that increasing revenue by 20% in first year.
- Developed a combination of animated training videos and in app guided tutorials which resulted in 60% decrease of support calls allowing for a small support headcount.
- Developed and managed marketing stack to target over 100k unique contacts that resulted in an average xx% open and xx% click through rate.
- Defined marketing strategy, key messaging and associated collateral for the company and all segments of the product line.
- Designed and implemented (3) unique iterations of corporate website resulting in over 70% increase of time on-site and 2x traffic year over year.
- Collaborated with Engineering VP to conceptualize future products, and devise and present creative solutions to complex network problems.

Creative Director Gluware Sacramento CA.

2013 - 2018

Creator and custodian of corporate and product identity, branding, and function (UI design, UX design and Interaction Design) during product engineering and development process (20+ engineering team) which resulted in successful launch of (2) software platforms and (8) individual solutions, deployed in enterprises worldwide (Merck, MasterCard, Terracon).

- Collaborated with Vice President of Engineering, VP of Product Strategy, Lead Engineering Architect and key stakeholders through the requirements gathering phase.
- Created comprehensive mock-ups from whiteboard to high resolution interactive click-thru's for 2 software platform and 8 solutions.
- Collaborated with lead engineer to conceptualize futures, devise and present creative solutions to complex problems.
- Executed corporate re-brand from Glue Networks to Gluware; garnering press from Forbes, Bloomberg, SDX Central, & Tech field day.
- Developed a catalog of 100's of custom networking icons, diagrams and assets for use throughout all marketing, sales/internal collateral, and the solutions themselves.
- Worked directly with the VP of Marketing and Director of Technical Marketing to define marketing strategy, key messaging and associated collateral for the company and all segments of the product line

CCO / Co-Founder Yepnope Creative Sacramento CA.

2011 - 2014

As Chief Creative Officer and Key point of contact, our full spectrum creative agency maintained 95% customer retention rate servicing over 40 clients spanning Television, professional sports, fashion, restaurant, and software, including; Warner Bros (Big Bang Theory, Two & a Half Men, Ellen, Bethany, Mike & Molly, & The Middle), Intel, Skull Candy, Washington Red Bulls, VSP, and Many more.

A Personal note

Dedicated to growth on all fronts, constantly learning, and maintain a rich and fulfilling personal life. I work hard to stay present, share wisdom through mentorship, be courageous in my actions, seek justice when necessary, and live a temperate and healthy lifestyle in an effort to be the best man, friend and father I can be.