



# BROOKS CHAMBERS

I'm a director-level brand design leader with a proven track record of leading multidisciplinary in-house teams through complete rebrands, product/feature launches, campaigns and more. I have experience at companies ranging from Series B (Loom) through to being publicly traded (Twitch) and everything in-between (Dropbox pre-IPO, Intercom, Mode).

## **Mode**

### Head of Brand Design

July 2022 — Present

- Lead a complete rebrand, repositioning, and website redesign from strategy through application. Provided partner agencies with creative direction and strategy at every stage of the process.
- Had the opportunity to build the Brand Studio from scratch, including Brand Design, Marketing Engineering, and Production.
- Provided creative direction and collaborative partnership with Product Design to ensure a vibrant and appropriate brand presence in the Mode product.
- Drove core creative and narrative development for all major product launches.



### Creative Director

November 2022 — June 2022

- Provided brand creative direction for marketing site design, product updates, brand campaigns, video spots, digital ads, events, and editorial.
- Drove the development of voice, tone, and writing guides for both Brand and Product, partnering with stakeholders in Marketing and Product Design.
- Partnered with Product Design to provide brand creative direction for a complete redesign of our core product, including sound, motion, color, and UX.

- Drove core creative and narrative development for all major product launches.
- Drove updates to our illustration style; creative directed a team of contract illustrators for all blog and product illustrations.



## Staff Brand Strategist

February 2020 — November 2022

- Lead the strategy for a complete in-house rebrand; defined our brand promise, voice and tone, brand values, and brand narrative.
- Defined positioning and narrative development for all web design, product launches, campaigns, events, and editorial.



## Senior Manager, Brand Strategy

January 2018 — February 2020

- Lead a complete rebrand and website redesign. Drove the agency selection process, briefing, and all rounds of review. Provided the agency with strategy and creative direction at every stage.
- Supported 11 direct reports, including designers, copywriters, illustrators, and producers. Partnered with them to write individual development plans; handled all performance management/reviews.
- Defined positioning and narrative development for all web design, product launches, campaigns, events, and editorial.



## Creative Manager

August 2016 — January 2018

- Generated brand and content strategies for high-value artists and brands bringing new content to Twitch. Partners included Capitol Records, Tribeca, the NBA and more.
- Helped establish Twitch Creative as a new and exciting destination for artists and community members by helping drive initiatives like the Bob Ross Marathon, the Twitch Cosplay Contest, and more.
- Defined positioning and narrative development for all web design, product launches, campaigns, events, and editorial.



## Design Marketing Lead

September 2015 — August 2016

- Provided strategy, copywriting and creative direction for all Art & Design course marketing materials, including video spots, key art.
- Developed a comprehensive creative marketing strategy for all Art & Design courses on the platform.



## Creative Strategist

August 2014 — September 2015

- Prioritized and delegated all team projects, overseeing intake, briefing and execution from initial request to delivery.
- Defined creative strategy for all projects that came through Black Ops, with a mandate to help dropboxers feel valued, connected, even as the company doubled in size year over year.
- Increased impact and creative cohesion of various company initiatives, from new-hire onboarding to all hands, events, and celebrations.



## Director: Brand, Marketing, and Sales

August 2010 — August 2014

- Directed every aspect of brand expression, including web, ads, social, trade shows, and partnerships.
- Managed a team of designers, marketers, and salespeople responsible for 100% of business revenue and growth.
- Grew a small letterpress and silkscreen business from serving a handful of local clients to shipping award-winning work for thousands of designers, agencies, and companies internationally.