

TIM HOWES

Creative Leader for Emerging Technology

Creative Director · Design Lead · Creative Technologist

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PROFILE

Creative leader who specializes in turning emerging technology into brands, products, and experiences people actually use. For 25 years I have moved with each new medium, from interactive multimedia to web and mobile apps, real-time 3D, XR, and now generative AI, and found how to make it useful, on brand, and executable for real teams and clients. I have led creative and product teams at startups, agencies, and Oracle, built three brands from the ground up, and served as a strategic creative partner to brands including Rubbermaid, McAfee, and Britax. I combine emerging technology, design thinking, and an understanding of human behavior to design experiences that engage audiences in new ways, then guide teams with Agile practices to deliver those experiences and keep making them better. I stay hands-on across brand, UX/UI, video, 3D, and AI-accelerated production, so I lead from the work, not from a distance.

SELECTED HIGHLIGHTS

- Design lead for OrchestrateXR, a commercial XR authoring platform that makes building XR training experiences as easy as building a PowerPoint deck.
- Nearly a decade as a strategic creative partner to Rubbermaid, McAfee, Britax, and other national brands, with Horizon Interactive Gold and Umbraco awards for UI/UX design.
- Developed the landscape assessment of extended reality for training for the U.S. Department of Homeland Security.
- Unified two globally distributed Oracle teams (India, Europe, US, Mexico) into one cohesive unit within 3 months. Generated 20% of annual agency revenue through new client wins including McAfee, Danone, Ironmark, and Absolute Software.
- AI-accelerated production: cut research from days to hours, design cycles from weeks to days, and content production from months to weeks.

CORE SKILLS

Creative Leadership: creative and art direction, leading cross-functional teams of 5–7, mentoring and 1:1s, hiring, client and executive presentations, stakeholder management

Brand: brand strategy, identity and logo systems, positioning and messaging, design systems, sales and marketing collateral, brand stewardship across touchpoints

Product and UX: user research, personas, user journeys, wireframes, prototyping, UI for web, iOS/Android, enterprise, and XR

Emerging Technology: XR (VR, AR, mixed reality), 360° and immersive media, real-time 3D, generative AI for image, video, 3D, and rapid prototyping

Content Production: storyboarding, video capture, editing, motion graphics, multi-device delivery; 3D modeling, animation, and rendering

AI-Augmented Workflows: Claude, Claude Code, Claude Design, ChatGPT, Leonardo.AI, Higgsfield, Vidu, Tripo AI, Nano Banana, Seedream, Flux

Delivery: Scrum, Kanban, Agile transformation; 10+ years practicing and teaching Agile

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), DaVinci Resolve, Cinema 4D, Blender, 3ds Max, Unity, Figma, JIRA, Confluence

PROFESSIONAL EXPERIENCE

Chief Creative Officer and Co-Founder | Ruscella Immersive (Ri) Dec 2024 – Present Immersive learning consultancy helping universities, government, and industry launch XR learning labs and studios.

- Built the Ri brand end to end: strategy, logo and identity, positioning, messaging, website, sales collateral, video, and interactive experiences.
- Lead designer for immersive learning lab layouts and immersive product design, including the lab build at Christopher Newport University.
- Built an AI-assisted design system in Claude Design that produces on-brand marketing material in hours; prototype real-time interactive concepts in Claude Code, cutting design cycles from weeks to days; design, build, and deploy websites in days.
- Run Scrum as the company's operating model and lead business development, sales, and account management with university administrators, government program managers, and department heads across the US.

Career Break Nov 2023 – Dec 2024 Developed the family farm into an educational homestead hosting international travelers interested in permaculture and sustainable living.

- **Director of Brand and Product Design** | AccessVR (now OrchestrateXR) Mar 2022 – Nov 2023 Design lead for OrchestrateXR, the company's flagship XR authoring platform, which makes developing XR training as easy as building a PowerPoint. Owned the product logo, UI, and UX.
- Created the company brand from the ground up (strategy, logo, identity, positioning, messaging) and carried it through every customer touchpoint: website, sales and marketing collateral, video, and interactive experiences. Developed the landscape assessment of extended reality for training for the U.S. Department of Homeland Security.
- Ran the product design practice while serving as Scrum Master, grounding design decisions in research with healthcare stakeholders from nursing students to health system executives.

Scrum Master | Oracle Feb 2020 – Apr 2022

- Led two full Scrum teams with every member in a different location across India, Europe, the US, and Mexico; unified them into one cohesive unit within 3 months.
- Designed and delivered Agile training programs for 50–100 participants, including PMs, Scrum Masters, developers, and senior directors.

Independent Agile and Scrum Coach | Self-Employed Jun 2019 – Feb 2020

- Led Waterfall-to-Agile transformations for SkyLine-Computer (Hungary, completed in 4 months) and Brand Emotion (Romania), host of Eastern Europe's largest annual branding conference.

Creative Director and UX Designer | The Scylla Group Apr 2011 – Jul 2019 Founding creative hire at a digital agency; later also Scrum Master (2016–2019) and Business Development Director (2017– 2019). Board Member since Jul 2019.

- Served as a long-term strategic creative partner to CPG, consumer, and technology brands including Rubbermaid Commercial Products, McAfee, Britax, and Waypoint Living Spaces, leading creative direction across brand, digital, and sales channels.
- Built the agency's UX practice from scratch, with personas, user journeys, wireframes, prototypes, and UI for web, native iOS and Android, and enterprise. Work earned Horizon Interactive Gold and Umbraco awards for UI/UX design.
- Worked directly with client brand and marketing departments to extend brand standards into internal branding, sales enablement, and marketing programs.
- Guided clients into new channels as they emerged, including native mobile apps, interactive 3D product tools, and CRM-integrated websites, and directed and produced the content behind them: 3D visualization and animation, video, motion graphics, and sound.
- Introduced Scrum to the agency (still its operating model) and generated 20% of annual revenue through new clients including McAfee, Danone, Ironmark, and Absolute Software.

EARLIER EXPERIENCE

Creative Director and Senior Multimedia Developer, Media Box Studios (2005–2011) · **Senior Multimedia Developer**, MTC Technologies (2004–2005) · **Multimedia Developer**, Command Technologies (2000–2004)

EDUCATION AND CERTIFICATIONS

B.A., Art and Graphic Design, Virginia Tech · **Certified Brand Strategist**, Level C · **Certified Scrum Master (CSM)**, Scrum Alliance · **Scrum Fundamentals Certified (SFC)**, SCRUMstudy · LinkedIn Learning: Design Thinking, Digital Transformation, Agile Foundations