

It's the *why* for me. *What* and *how*, sure, but first, *why*. Why it matters. Why creative matters. Why choose authenticity, or consistency, or vibrancy. *Why* helps me center myself in the work, and more importantly, center the people the work is for.

I start with *why*—but I don't stop there. The real craft is translating purpose into pixels, ideas into impact, and brand truths into genuine brand love. That takes context. Systems thinking. Strategic clarity. I'm deliberate in my process, zooming out before zooming in—understanding how every piece fits, scales, and sustains over time.

That mindset has shaped a career spent building brands that know their *why*. From global giants to grassroots orgs, I've helped teams show up with clarity, creativity, and integrity.

GOLD GRAPHIS : ADVERTISING/VIDEO : COMMERCIAL BRAND REEL  
SILVER ADDY : WEBSITE CONSUMER : MICROSOFT MIXED REALITY  
SILVER ADDY : WEBSITE CONSUMER : XBOX ONE X

### Principal at StudioTierney 2016–2019

I went freelance, and as such, wore all the hats. From handling art direction, layout, and brand development, to presentation, communication, idea development, operations, and the nitty-gritty, worked through it all. Demonstrated success in collaboration with both clients and design teams. Honed expertise through varied opportunities to help businesses achieve development goals with innovative and strategic graphic solutions.

### Contract Art Director at POSSIBLE 2017–2018

Created websites and digital campaigns for multi-national brands. Helped concept and create a stellar, high-performing PDP for Microsoft's Xbox One X. Worked on a team to address creative end of the strategy and positioning to visually redefine Uber PNW. Addressed other digital design problems of website layout and product featuring for brands like AT&T, FLOR, SCCA, and BECU.

### Graphic Designer around Seattle 2010–2016

Sharpened eye for detail, deepened understanding of form and composition, and built a foundation in crafting beautiful, thoughtful, and functional design.

Cal Poly BFA ART & DESIGN : MAGNA CUM LAUDE  
HIGH SCHOOL VALEDICTORIAN

### Associate Creative Director at Microsoft JAN 2020 – PRESENT

I lead the development of brand identity and expression systems for Microsoft's biggest product portfolios. Joining forces with our strategy, product, and business partners, I ensure our visual systems embody the mission and principles of Microsoft—while being true to the attributes that make our products and their audience unique. I create documentation for our brand systems that elucidates and embodies who we are, what we say, how we look, and most importantly, why we're driven to create the way we do. Then I guide the agencies and teams that create work on behalf of Microsoft, ensuring we inspire brand love by telling compelling stories that connect the product experiences and business outcomes our customers love to the brand that they trust.

### NOTABLE REBRANDS

**Microsoft 365 Copilot:** As the commercial Copilot experience evolved into Microsoft 365 Copilot, it allowed us to focus on its human and empowering benefits. The design system uses vibrant three-dimensional pilot-copilot ribbons and people imagery, aligning with how we communicate our Copilot solutions across the company.

**Microsoft 365:** Until recently, the expression of Microsoft 365 was rigid, static, cold, and monotone. With the rebrand, we brought 'new Microsoft' to our most recognizable products, creating a symphony of 3D art, color, and typography, and building joy into every asset.

**Microsoft Cloud:** Customers struggled to grasp the Cloud ecosystem's value within the context of product family expressions. We aligned expression and architecture to connect our offerings, creating a clear Cloud-altitude strategy that simplifies complex narratives.

**Microsoft Viva:** Viva came to life deep in the pandemic when work changed drastically, and business focus centered on people and their ability to thrive. Highlighting support, connection, and growth, the expressive language focused on the energy people brought to and got from their product experience, with motion blur, cool colors, vibrant gradients.

**Microsoft Teams:** As Teams burst into relevance for businesses accommodating remote work, the visual language grew with it, accommodating the fun side of work and capturing the unique color story, personal expression, and connected world that is Teams.

**Microsoft Dynamics 365:** In the latest iteration of the Dynamics 365 brand system, we used shape, color, and powerful imagery to build energy and tension, emphasizing the business potential of Dynamics with outcome-oriented storytelling.



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