

TOM GORTON

Strategy + Direction + Design : San Francisco



Portfolio: Tom-Gorton.com

LinkedIn: [Linkedin.com/in/TomGorton](https://www.linkedin.com/in/TomGorton)

E-mail: Tom@Tom-Gorton.com

Cell: 415.806.9648

OVERVIEW

30 years building brands, teams, and creative businesses across music, sport, tech, and enterprise consulting. Founded a design studio that served Puma, Visa, and the U.S. Snowboarding Team. Built MONO from a bootstrapped startup to an internationally recognized music industry brand acquired by BandLab Technologies. Led creative direction and experiential design for internationally headlining artists, including Calvin Harris and Blink 182. Transformed Marin Bikes into one of REI's top-performing brands as VP of Brand. Led strategic design for Fortune 500 clients at Accenture, creating C-suite presentations that opened new business for the firm.

I work at the intersection of brand strategy, creative direction, and design leadership. Strongest when translating complex positioning challenges into clear visual systems and brand experiences, and when building teams and workflows that sustain creative excellence. Currently exploring fractional, advisory, and leadership roles where strategic creative thinking drives meaningful outcomes.

Core Capabilities

- | | |
|--|------------------------------------|
| + Brand & Design Strategy | + Brand Architecture & Positioning |
| + Creative Direction & Team Leadership | + Design Systems & Visual Identity |
| + Rapid Strategy Visualization | + Cross-Functional Team Building |
| + CX, UX & UI Direction and Design | + Social & Content Strategy |
| + Enterprise Client Presentation | + Artist & Stakeholder Relations |

EXPERIENCE

Accenture Visual Design Manager : San Francisco / Aug 2020 - Nov 2025

Led strategic creative and design across 20+ enterprise engagements for clients including Microsoft, Intel, Nike, Pfizer, Samsung, Coca-Cola, Mars, Clorox, Meta, and Home Depot. Operated as the go-to creative lead for high-stakes business development across Commerce, CPG, and AI practices. Designed interactive sales enablement experiences and premium presentations for C-suite audiences. Became the go-to design resource for AI Strategy, Commerce, and CPG teams.

Trask House Associate Creative Director + Designer : San Francisco + Los Angeles / Apr 2019 - Apr 2020

Creative direction and visual design for internationally headlining artists and premium brands in an experiential design and production company.

Clients: Calvin Harris, Flume, Blink 182, Cage The Elephant, Hermes, Audi, Travis Scott, The Weeknd.

17 Seconds Associate Creative Director + Designer (Freelance/Contract) : San Francisco / Jun 2017 - Aug 2020

Creative direction and visual design for brand identity and UX/UI app and web development projects.

Clients: Morgan Stanley, Kodak, Castlight Healthcare, Project Lyme and Bicycle Games.

SYPartners Graphic Facilitator + Designer (Freelance) : San Francisco / Sep 2017 - Oct 2017

Real-time drawing and graphic visualization for brainstorming sessions and account pitches. All work under NDA.

Mono & BandLab Technologies Design Lead : San Francisco & Singapore / Jan 2012 - May 2017

Built Mono from a bootstrapped startup to an internationally recognized brand acquired by BandLab Technologies in 2015. Served as the sole design lead and creative director, owning everything from brand identity and product design to marketing, social campaigns, and artist relations. Grew the brand from grassroots to global recognition with zero marketing budget through strategic influencer partnerships. Post-acquisition, expanded role across BandLab's portfolio: BandLab (app), Rolling Stone International, and Teisco Guitars, leading creative for U.S. and Singapore offices.

Central Story Producer + Designer (Contract) : Sausalito / Sep 2011 - Dec 2011

Producer for a human centered design and urban development book project in this Ideo alumni lead studio.

Butler, Shine, Stern & Partners Designer (Contract) : Sausalito / Jul 2011 - Aug 2011

Design and production for Radio Shack Holiday 2011 in-store promotion materials.

Mountain Hardwear Art Director (Contract) : Richmond / Oct 2010 - Jun 2011

Ideation, direction and design of brand architecture, product positioning, packaging, marketing and advertising projects.

Marin Bikes VP Brand Development : Novato / Jan 2004 - Sep 2010

Hired as VP after leading their outside agency (Studio Aspect) for 4 years. Built the in-house design department from scratch. Over a 6-year tenure, revamped the brand, product line, and marketing presence, transforming Marin into one of REI's top-performing brands. Established streamlined communication processes with overseas manufacturing in Taiwan and China, focused on product design and production workflows.

Studio Aspect Design Director + Founder : Sausalito / Jan 1999 - Dec 2007

Founded and ran a full-service, sports-focused design studio for 8 years. Merged with Marin Bikes in 2008.

Clients: 24 Hour Fitness, Puma, Camelbak, LeapFrog, U.S. Snowboarding Team, DDB Worldwide, Visa.

EDUCATION

James Madison University BFA, Concentration Graphic Design : Harrisonburg, VA / Sep 1989 - Dec 1993

Corcoran School of Art Summer Art Workshops : Washington D.C. / May 1992 - Jul 1992

Torpedo Factory Summer Art Workshops : Alexandria, VA / May 1990 - Jul 1990

SELECTED ENDORSEMENTS

Jenn Dougherty Managing Director, Accenture

"Tom brings clear vision, decisive leadership, and a high bar for creative excellence. He aligned teams around the right priorities, pushed thinking forward, and ensured ideas translated into work that delivered real impact."

Robbie Blinkoff, PhD CX Strategy & Design, Accenture

"Tom is the kind of creative partner that makes you better just by working with him. He's helped me see possibilities I couldn't yet articulate—and then brought them to life in ways that feel both original and right for the moment. He'll push the edges of what's possible, but he's never precious about the work. He's someone I trust in the ambiguity and rely on when it matters most."

Jennie Kay Banta Human-Centered Leadership, Accenture

"He is truly a visual and information design elite and makes complexity digestible. He has a rare ability to take abstract, tangled visions and turn them into something people can see, understand, and apply. Consistently, his work has become the reference point, and that is by design."

Caitlyn Ford AI Strategy & Content Lead, Accenture

"He's helped bring to life net-new thinking in engaging formats that have excited and impressed C-suite audiences. He was key to bringing to life a Future of Reporting comprehensive storyboard that successfully positioned Accenture as a leader to their CMO."

Josh Donlan Cornell University PhD, Executive Director, Advanced Conservation Strategies

"Tom's creativity and design abilities go far beyond graphics. He has added much value to environmental initiatives I have directed. His ability to engage, distill, inspire and move conversations forward is remarkable."