



DAVID VOGLER 1.917.842.6012 | david@davidvogler.com | davidvogler.com

Recognized creative leader with the ability to successfully inspire teams, sell ideas and deliver results to C-Suite leaders. Early technorati and digital industry veteran. Build solutions at the intersection of entertainment and advertising. Provide thought leadership to the industry's top media companies including NBC Universal, AOL, Hearst, MTV Networks, Hulu and The Walt Disney Company.

EXPERIENCE

COMPLEX NETWORKS

Head of Design, 2016

Joined during acquisition by Verizon + Hearst partnership. Reporting to CEO and member of Executive Committee. Leading design across Complex.com and its portfolio of products including First We Feast, Collider, Rated Red and premium go90 series. Transforming brands into refreshed video-first products. Managing department budgets, reinvention of creative workflows, staffing and systems. Positioning Complex for increased growth through video innovation, hit series franchises and design excellence.

HEARST CORPORATION

Executive Creative Director, 2013-2016

Reporting directly to the President of Entertainment, advised Hearst's worldwide brands and business units. Incubated new digital products, OTT, SVOD, video content and start-ups. Lead design, new business pitches and product concepts for multiple Hearst investments including Roku, go90, Mark Burnett Productions, A&E Networks, Verizon Hearst Media Partners and Hearst Television.

THE WONDERFACTORY

Creative Director, 2010-2013

Lead publishers to deliver content on tablet, mobile and emerging platforms. Clients include The Coca-Cola Company, Barnes & Noble, Gannett and Time Inc.

NBC UNIVERSAL

Digital Media VP Creative Director, 2006- 2010

Design direction for NBCU Digital Media's portfolio of web products. Served on the initial leadership team that pitched, sold and created hulu.com, the acclaimed video joint venture between NBCU and News Corp. Hulu has been called "a trailblazing answer to how professional content can thrive on the Web."

MODEM MEDIA

Vice President, Creative Director, 2003- 2006

Built new products and marketing for AOL. Created break-through social networking concepts for Bono's (Product) RED.

MTV NETWORKS

Mutation Labs Inc | MTV Networks

Chief Creative Officer, 2001-2003

Recruited by investors to lead the creative direction of this bi-coastal start-up. Oversaw daily operations, managed team of designers and programmers. Created content for Sesame Street online that generated a 200% increase in traffic. Designed and launched The Man Show web site for hosts Jimmy Kimmel and Adam Carolla.

MTV Networks Online | Nickelodeon

VP, Creative Director, 1998-2001

Developed and designed Nick.com, NickJr.com, NickatNite.com and TVLand.com. Built department, hired team and led the redesign of Nick.com and NickJr.com, launching them into a leadership position as the #1 kid's sites.

THE WALT DISNEY COMPANY

Vice President of Kids Content, Disney Online, 1994-1998

Built suite of web products for Disney's online division. Managed design staff that developed the original Disney's Daily Blast, the original subscription site for kids.

EDUCATION

BFA, Communication Design, Pratt Institute, New York / Summa cum laude

INDUSTRY ACTIVITIES

Visiting professor at the School of Visual Arts and Pratt Institute. Keynote speaker at industry conferences, including the AIGA Brand Design Conference in New York and the DOORS 5 Conference in Amsterdam. Lectured at Carnegie Mellon University's Human Computer Interaction Institute and the American Film Institute. Member of The Academy of Television Arts & Sciences.