

ARNOLD AGUSTIN

Creative Director | Brand · Campaign · UX Design

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SUMMARY

Hands-on creative director with 8+ years across brand, campaign, product and motion design. For the last five years, has led brand at a robotics and EdTech company whose products span apps, a web platform, a device operating system and physical hardware. Personally designs the highest-visibility work, from identity and the marketing site to launch campaigns and in-product UI, so the brand stays one continuous experience from first impression through the product. Raises the craft bar by working alongside designers rather than reviewing from a distance, and builds brand-trained AI design tooling in Claude Code so a small team can move fast and stay on brand. Has also run an online retail business since 2009 (40,000+ transactions), which gives a firsthand view of what makes a platform feel clear and trustworthy.

EXPERIENCE

Ozobot — Creative Director | Nov 2021 – Present

Robotics and EdTech company whose coding robots, apps and classroom platform reach millions of learners.

- Led and personally designed a company-wide brand overhaul, evolving the identity, typography, color and art direction into one flexible system across retail, social, web, apps and robot screens. In its first year, the 2023 overhaul and site update helped lift views/new users 15–25%, grow Shopify (DTC) sessions over 200% and increase monthly sales 25–35%.
- Merged Ozobot's separate content site and Shopify store into one marketing site (2026), organizing 40+ pages into five menus and one product page template, so schools can explore the robot, preview its lessons and buy it on the same page.
- Designed the Ari operating system from scratch for a 1.5" (390×390) touchscreen robot with 20,000+ units sold, building a navigation model so three ways to code read as one product. Shipped 12+ apps, and personally animated over 80 of its 140+ micro-interactions while directing the rest.
- As Creative Director and UX Lead, redesigned the flagship app (5M+ downloads since the MetaBot launch) from a glorified spec sheet into a free 3D simulation with 9 worlds to explore. App engagement time rose 1,000%+.
- Led a full UX overhaul of Ozobot Classroom, a web platform with 800+ free lessons, rebuilding search, filters and lesson pages around getting a teacher from searching to teaching as fast as possible. The platform grew to 2,000+ new educator accounts a month in 2023–24.
- Runs a five-person design team (4 direct reports) like an in-house agency across 10+ concurrent projects, designing hands-on in every major one and running regular critiques. Has taken 5 new product lines, covering 19 products and platforms, from first concept to shipped product on fixed hardware release dates.

Adorn Group — Associate Creative Director | Sep – Nov 2021 / **Senior Brand Designer** | Aug 2019 – Feb 2021

Full-service branding and media agency.

- Recruited back as Associate Creative Director to lead brand, web, motion and campaign work for clients in entertainment, hospitality, fitness, health and consulting.
- Designed brand identities for 12 businesses, many of them founder-led, and led the design and launch of websites for 9 of them.
- Developed brand and launch campaigns for 40+ products and events, driving a 40–50% increase in social impressions over prior campaigns.

Channel Bakers — Creative Specialist | Feb 2021 – Sep 2021

Global eCommerce marketing agency specializing in product content for Amazon and online retailers.

- Designed Amazon A+ and brand store content for consumer tech brands including HP, OMEN and Samsung, helping drive 15–20% sales increases in the Amazon channel.
- Created 3D product animations and motion graphics for campaign videos across multiple brands.

Freelance — Brand, Web & Motion Designer | 2016 – Present

- Designs brand identities, websites and motion for a range of clients, including brand and web design for SYSTM Brands and SYSTM Foods.

Geodesic Pictures — Freelance Motion Designer | Jul 2019 – Nov 2019

- Sole motion designer for a video production startup, creating logo, infographic and map animations for web and video series.

Independent Online Business (eBay) — Founder & Operator | Nov 2009 – Present

Sole proprietorship: 40,000+ transactions, \$1.5M+ in gross sales, 100% customer feedback.

- Runs the full business solo, from product research, sourcing and pricing to listing design, photography, copywriting, fulfillment and customer service.
- Designs and tests listing pages and product photography against conversion, treating every transaction as a live test of what turns browsers into buyers.

SKILLS

Creative Direction · Brand Identity & Brand Systems · Brand Guidelines & Templates · Marketing Site Design · Launch & Campaign Design · Social · Product & UX/UI Design · Device/Embedded UI · Interactive Prototyping · Motion Graphics · AI Design Tooling · Coaching & Team Leadership

Tools: Figma · Adobe Creative Suite · Adobe Illustrator · Adobe After Effects · Claude Code · ChatGPT · Webflow · Shopify · Asana · Keynote · AI Image & Video Generation

EDUCATION

Bachelor of Fine Arts, Visual Communication Design — California State Polytechnic University, Pomona

Additional undergraduate coursework in Computer Science & Engineering and Architecture