

JEFF VERMEERSCH

Creative Director & Creative Technologist

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SUMMARY

Creative Director and Creative Technologist with 25 years turning emerging technology — now AI — into award-winning work for global brands including Walmart, General Motors, Lockheed Martin, and E*TRADE. Equally fluent in creative leadership and hands-on building, from concept to code. Honored with 3× Cannes Lions, 4× Webby Awards, and SXSW Interactive Best of Show.

SKILLS

Creative Direction, Creative Technology, Artificial Intelligence (AI), Generative AI, Emerging Technology, Experiential Marketing, Integrated Campaigns, Concept Development, Creative Strategy, Prototyping, Interactive Design, Game Development, Art Direction, Team Leadership

WORK EXPERIENCE

Founder & Chief Creative Officer, Team Bes Games — Remote | 10/2024 – Present

- Design and build original games end to end — creative direction, art direction, writing, and development — with AI integrated across the production pipeline.

Freelance Creative Director & Creative Technologist — Remote | 01/2021 – Present

- Help brands and agencies turn emerging technology, especially AI, into ideas people can use — from concept through execution.

SVP, Creative Director, Momentum Worldwide — New York, NY | 07/2021 – 10/2023

- Creative lead for Walmart and Lockheed Martin, directing multidisciplinary teams to build real-world and digital brand experiences (Walmart Heroes & Headliners; Lockheed Martin “Destination: Space 2050”).

VP, Creative Director, MullenLowe U.S. — Boston, MA | 08/2016 – 01/2021

- Led creative for E*TRADE, Navy Federal Credit Union, Harley-Davidson, and Banner Health across all channels, spanning the New York and Boston offices.
- E*TRADE “Don’t Get Mad. Get E*TRADE.” drove record new-account sign-ups and multiple Gold Effie Awards (2018).

Director of Creative Technology, Tribal Worldwide — Toronto | 09/2014 – 07/2016

- Partnered with design, UX, and strategy teams to shape the creative product; contributed to the agency’s Digital Agency of the Year win.

Creative Technology Director, Zulu Alpha Kilo — Toronto | 09/2013 – 08/2014

- Built the Webby Award-winning Kringl: The Proof of Santa app.

Director of Creative Technology, Proximity / BBDO — Toronto | 03/2009 – 09/2013

- Bridged creative and technology across two agencies, turning campaigns into award-winning digital work (Cannes Lions, One Show, Webby).

Earlier: Group Head of Interactive, TAXI; Manager, Integrated Media, Organic; Senior Flash Developer, MacLaren McCann (General Motors); Lead Flash Developer, UnpluggedTV — Toronto, 2000 – 2009.

AWARDS & HONORS

3× Cannes Lions; 4× Webby Awards; SXSW Interactive Best of Show; One Show (Silver + 3 Merit); Gold Effie, E*TRADE (2018); Silver Clio; 7× Marketing Awards Gold; 3× Agency of the Year; multiple FWA Site/Mobile of the Day; FITC Best Canadian Developer (2008).

EDUCATION

Seneca Polytechnic, Toronto — DIGIT Award (2001), inaugural honor for the top overall student in the graduating class.