Yen Lee

CREATIVE DIRECTOR: BRAND, CREATIVE DIRECTION AND IN-HOUSE STUDIO LEADERSHIP

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SUMMARY

Creative director in B2B SaaS and enterprise data. I do two things: give a company a story and a look people actually understand, and build the in-house studio that can produce it at pace. Three studios built that way, at Delphix, Druva and SustainableIT.org, plus brands taken from zero and rebuilt from scratch.

FOCUS

Brand strategy and positioning · Creative direction · Identity and design systems · Executive and event storytelling · Campaign development · Creative operations and governance · Team leadership · AI-assisted creative workflow

PROFESSIONAL EXPERIENCE

Creative Director, Couchbase

2025 to Present

Joined during a leadership and brand transition: a kickoff already on the calendar, an identity mid-refresh, and no shared process for how creative work moved between teams.

- Directed the theme, visual direction and story arc for company kickoff within two weeks of joining, working with the VP of Brand and the executive team so leadership keynotes read as one narrative instead of five. Owned the keynote creative end to end: direction, graphics, layout and animation. Leadership called it the best kickoff they had experienced.
- Built an interim modular visual system so teams could keep producing polished, on-brand work while the identity refresh was still in progress, plus an event design system that gave outside vendors direct access to approved assets instead of interrupting the internal team.
- Replaced scattered requests with an end-to-end creative operations process covering intake, production, review, approval and archival, then launched Canva as a governed self-service tool and connected the design portal, Adobe libraries and Figma into one system for consistency and governance.
- Built two working AI tools in house: a Gemini-based analyzer that maps objectives across departments so creative priorities ladder to company goals, and a brief builder that helps requesters clarify the ask and draft copy against the messaging framework.

Creative Director and Brand Strategist, Delphix

2019 to 2024

Delphix needed more than a rebrand. It needed a clearer way to explain what it did and why buyers should care. I owned the brand and the studio that produced against it.

- Redefined the messaging, brand voice and visual identity so a technical product had a market story the company could tell with confidence.
- Built a storytelling framework that simplified technical concepts and humanized the message, giving sales a story buyers could follow. Sales cycles moved from about 12 months to 3.
- Rebuilt the brand in 90 days with no agency support, delivering 300+ assets at roughly 3x the team's previous pace by fixing intake, approvals, design system and production at the same time.
- Shipped a self-service design system of modular templates that cut creative ticket volume by 60%, extended it with a branded architecture toolkit so engineers and sellers could build compliant diagrams and decks themselves, and ran a gamified compliance program that got employees flagging inconsistencies on their own.
- Ran the studio on numbers: a live dashboard tying output to goals, budget and capacity, automated brief routing that halved project management hours, vendor tiers with SLAs that cut onboarding to one 30-minute meeting, and budget tracking tied to quarterly forecast and ROI.
- Led the only marketing team to reach 100% eNPS with zero churn over five years, by protecting focus and building sustainable workflow instead of running on urgency. Awarded the Summit Award, the company's highest individual honor.

Creative Director and Brand Strategist, SustainableIT.org

2019 to 2024, concurrent with Delphix

A new nonprofit with no brand, no voice, and a mission that could easily have read as performative.

- Built the identity from zero: logo, color palette, photography direction, graphic style, presentation system and collateral framework, plus the tone and messaging that let a new organization sound credible. Shaped the narrative connecting technology and sustainability so executives could explain the mission in a sentence.
- Created the global IMPACT Awards identity across Europe and the US, designed the award trophy itself, directed the attendee experience with the events team, and built modular field kits of signage, decks and templates so regional teams could roll out events without central production.
- Cut asset turnaround from five days to one by tightening briefs and approvals, automated about 60% of repeat production through Canva templates and Adobe libraries, and added QA checkpoints that verified narrative and data before anything went live.

Creative Lead, Druva

2015 to 2019

A growing product story, expanding marketing needs, and pressure to produce more without losing quality.

- Unified an inconsistent brand, defined a new tone of voice and messaging framework, and rebuilt the L100 company presentation into a story customers, partners and new hires could follow.
- Built the in-house video function, producing explainers, whiteboard sessions, training and webinar content, grew structured social output across YouTube, LinkedIn and Twitter, and built a custom VR trade show game that gave field audiences a reason to stop at the booth.
- Built Druva's first creative operations system in Wrike with intake pre-checklists, defined approval roles and vendor tiering, which cut scope creep and late rework. Aligned creative for two investor deck cycles in under three weeks each.

Senior Interactive Designer and Art Manager, Electronic Arts

2014 to 2016

- Led interactive campaign design for game launches including Sherlock Holmes and Letters from Nowhere, and sponsor programs with Chex Mix, Clorox, CVS, Friskies, Dr Pepper and Dove, running five or more campaigns at once against legal, brand and timeline requirements.
- Designed an interactive HTML5 landing experience for Pogo's 10th anniversary and moved in-game chat to full screen, improving usability across an $80M gaming business.
- Built modular, self-editable email and landing page templates so CRM could ship routine updates without design, and used A/B testing to settle design decisions with data.

AWARDS

Summit Award, Delphix	Highest individual company honor, awarded to one employee every two years by executive leadership. First recipient from Marketing.
APEX Award	Recognized for launching a new company-wide brand narrative with unusual speed and precision.

EDUCATION

Bachelor of Arts, Design and Communication	Limkokwing University of Creative Technology
Associate of Arts, Digital Media	Full Sail University