



TRENT WHITE | Executive Design Director | Designer
Represented by Creative Circle

Passionate creative director and designer who thrives on producing smart and compelling brand experiences. I leverage curiosity, data, and collaboration to build engaging and thought-provoking products that excite people. I've done everything from full brand development and brand refresh, crafting design systems, brand governance, launching global campaigns, digital experiences and everything in-between.

EXPERIENCE

Design Director, Brand ID & Design Studio

2019-PRESENT | VML – KANSAS CITY, MO

Clients: Intel, Wahl, Lutron, Zelis, Pearson Plus, Ford, AstraZeneca, Sam's Club, Solidigm, Kraft-Heinz, New Business

VP, Design

2015-2019 | GRAFANA LABS – NEW YORK, NY

Founding team. Led global creative and design practice for Grafana Labs, the company behind the most popular open source data visualization and observability platform in the world. Brand ID, strategy, design systems, communications, UI/UX, digital, social, global conferences and events - you name it.

Co-founder, Creative Director

2014-2015 | CAPACITY – NEW YORK, NY

Co-founder of Capacity, a digital design shop specializing in the tech industry and startups. Led creative strategy, client acquisition, design, and content development. Acquired by Grafana Labs.

Director, Interactive

2012-2014 | INTERNAP NETWORK SERVICES – NEW YORK, NY

Established brand direction and visual language for Internap (NASDAQ: INAP), a high-performance Internet infrastructure provider.

Senior Manager, Digital Media

2010-2012 | EQUINOX FITNESS CLUBS – NEW YORK, NY

Led and executed multi-channel creative strategy for luxury lifestyle brand Equinox Fitness Clubs. Projects included brand positioning campaigns, spatial digital experiences, website design and e-commerce, mobile and rich Internet advertisements, and marketing communications.

Coordinator for Advertising and Design, Art Director

2003-2010 | UNIVERSITY OF CENTRAL MISSOURI – WARRENSBURG, MO

Directed design staff in all marketing advertisements and campaigns supporting brand strategy.

EDUCATION

BFA: Commercial Art, Emphasis: Graphic Design, University of Central Missouri

PROFESSIONAL SKILLS

Digital experiences, graphic design, creative direction, brand strategy, branding and identity design, UI/UX.