



CONTACT

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EXPERTISE SNAPSHOT

- Brand Strategy + Positioning
- Digital Experience Design
- Creative Direction
- UX + Web Design
- Brand Standards & Guidelines
- Multimedia Production
- Content Operations
- Stakeholder Relations
- Content + Video Production
- AI-Driven Creative Systems
- Product Development Support
- Experiential Storytelling
- Systems Thinking + Operations

CORE PLATFORMS

DESIGN & MEDIA

Adobe Creative Cloud, Figma
Canva, Premiere Pro, After
Effects, Descript

WEB & DEVELOPMENT

WordPress, Divi, Squarespace
HTML/CSS, SEO, Analytics

CONTENT DELIVERY SYSTEMS

LinkedIn, Email, Analytics,
Mailchimp, Riverside, Digital
Delivery Ops

PRODUCTIVITY & SYSTEMS

Notion, ClickUp, Monday.com,
Airtable, Slack, Google Workspace,
Microsoft 365

AI & EMERGING TECH

ChatGPT, Claude, AI Workflows,
Prompt Engineering, AI Systems,
Process Automation

CORE INDUSTRIES

- Healthcare + Systems
- Technology + Innovation
- Startups + Ventures
- Facilities + HVAC
- Sports Technology
- Entertainment + Events
- Content + Media
- Publishing + Author Brands
- Wellness + Hospitality
- Education + Nonprofit
- Service-Based Businesses



MORGAN SMITH

DESIGN & CREATIVE OPERATIONS LEAD | BRAND SYSTEMS | DIGITAL EXPERIENCE

Creative leader who makes complicated things make sense—turning big ideas and business goals into clear brands, thoughtful digital experiences, and creative systems built to actually work.

EXECUTIVE SUMMARY

Design and creative operations leader with 15+ years of experience translating complex business, product, and technical ideas into clear, scalable brand and communication systems. Leads cross-functional initiatives spanning creative direction, visual identity, UX and web design, multimedia, content strategy, stakeholder communications, and launch execution. Combines hands-on design with disciplined project management, repeatable workflows, and effective collaboration with leadership, product, technical, operations, and marketing teams.

CAREER SNAPSHOT

- 15+** Years of Multidisciplinary Creative Leadership
- 10+** Industry Sectors Represented in Portfolio
- 20+** Creative, Digital + Operational Tools

CORE STRENGTHS

 BRAND GOVERNANCE Brand standards, identity systems, messaging + visual consistency.	 CREATIVE OPERATIONS Workflow design, team production planning, quality + delivery.	 DIGITAL EXPERIENCE Web, UX, user journeys, interaction strategy + digital design.
 CONTENT STRATEGY Brand management, campaigns, presentations, video + channel content.	 PROJECT LEADERSHIP Program planning, stakeholder alignment, timelines + launches.	 PRODUCT STORYTELLING Technical ideas translated into clear, audience-ready product narratives.

PROFESSIONAL EXPERIENCE

FOUNDER | CREATIVE DIRECTOR | BRAND SYSTEMS ARCHITECT

AUG 2010 – PRESENT

The Sunny Cyborg — Independent Consultancy | Indianapolis, IN

- Lead an independent creative consultancy delivering brand strategy, visual identity, web and UX design, multimedia, content systems, and creative operations for founders, authors, startups, and service organizations.
- Develop positioning, messaging, and visual storytelling frameworks that translate complex ideas into clear, audience-ready brand experiences across channels.
- Build integrated brand ecosystems across websites, publishing assets, executive and investor presentations, social content, campaign materials, and multimedia experiences.
- Create strategic narratives, launch assets, and conversion-focused content systems designed to improve clarity, consistency, visibility, and audience engagement.
- Collaborate with editorial, product, technical, marketing, and creative partners to move initiatives from discovery and planning through production and launch.
- Manage project scopes, schedules, stakeholder reviews, production workflows, quality control, and final handoff across concurrent client engagements.

LEADERSHIP & STRATEGY

CREATIVE LEADERSHIP

Cross-Functional Creative Leadership, Vision-to-Execution Direction, Creative Ops, Cross-Department Alignment

BRAND & POSITIONING

Brand Ecosystem Architecture, Brand Standards + Positioning, Strategic Brand Development, Product Positioning + Launch Strategy

CONTENT & AUDIENCE SYSTEMS

Digital Storytelling Strategy, Audience Engagement + Retention, Content Infrastructure Development, Strategic Brand Communication, Scalable Content Systems

TECHNOLOGY & OPERATIONS

AI-Enhanced Workflow Strategy, Technical Product Communication, Client-Facing Strategic Leadership

STAKEHOLDER STRATEGY

Client Strategic Leadership, Founder Collaboration, Partner Communication, Market Launch Planning Support

MEDIA PRODUCTION

Video + Podcast Editing, Podcast Production, Descript, Riverside.fm, StreamYard, Vimeo, RØDECaster Pro II Workflows, Cinematic Editing, Reels + Shorts Pipelines, Channel Optimization, OpusClip

MARKETING SYSTEMS

Mailchimp, CRM Platforms, Email Marketing, Landing Pages, Lead Funnels, Analytics Dashboards, Campaign Planning

EDUCATION

BA, VISUAL COMMUNICATION DESIGN
Indiana University — Indianapolis

Branding, UI/UX, Web Design, Digital/Multimedia, Information Resources Design | 2017

BLOCKCHAIN CERTIFICATION
Blockgeeks — Remote

Blockchain Technology and Decentralized Systems | 2018

PROFESSIONAL EXPERIENCE

DIRECTOR OF BRAND + CREATIVE STRATEGY | PRODUCT DEVELOPMENT SUPPORT

JUL 2024 – FEB 2026

Stealth Fan-Tech Venture (The Fancho) — Remote, Project-Based

- Led brand and digital experience strategy for a wearable fan-technology product designed for sports and live-event audiences across digital and in-person experiences.
- Translated product concepts into technical specifications, product documentation, visual systems, investor materials, and launch communications used across product and engineering discussions.
- Designed customer journeys, e-commerce experiences, multimedia campaigns, and reusable brand assets to support product readiness and market launch.
- Coordinated priorities, feedback, and deliverables across product, engineering, UX, content, social media, and broader business stakeholders.

LEAD PROJECT MANAGER – MIDWEST REGION | VISUAL DESIGN DIRECTOR

JAN 2020 – AUG 2025

SEUNwater — Indianapolis, Indiana — Remote, Full-Time; Concurrent with Blockheads Development, Inc..

- Led Midwest project coordination and strategic planning across healthcare, facility management, HVAC, and regional market-development initiatives.
- Partnered with leadership, operations, technical teams, and external stakeholders to define priorities, manage deliverables, and support deployment planning for decentralized water technology.
- Directed visual identity systems, presentations, websites, event experiences, marketing communications, and executive or investor materials for complex technical offerings.
- Produced product documentation, use cases, launch plans, and stakeholder communications that translated technical information for business audiences.
- Managed cross-functional timelines and coordination across tech, operations, design, and business teams.

DESIGN DIRECTOR | CREATIVE TECHNOLOGY | PROJECT MANAGEMENT

SEP 2017 – FEB 2026

Blockheads Development, Inc. — Emerging Technology Venture Studio — Remote, Full-Time

- Led brand, digital experience, and product storytelling initiatives for emerging-technology ventures.
- Directed visual identity systems, websites, UX and UI experiences, digital storytelling frameworks, and community-facing communications in partnership with founders, developers, and marketing teams.
- Managed project scopes, priorities, timelines, stakeholder reviews, and launch readiness across concurrent venture initiatives and partner workstreams.
- Built reusable visual and content systems that strengthened consistency across digital channels.

VISUAL DESIGN DIRECTOR | DIGITAL EXPERIENCE DESIGNER

JAN 2023 – JUL 2024

Hype Venture Studio — Remote, Contract

- Led multidisciplinary design and development initiatives across startup and emerging-technology projects.
- Directed brand systems, UX and UI design, web experiences, product storytelling, and community-facing visual communications across digital channels.
- Coordinated project timelines and cross-functional collaboration among developers, founders, strategists, and marketing teams through delivery.

OFFICE MANAGER | GRAPHIC/WEB DESIGN | SEO + MARKETING

FEB 2015 – AUG 2016

Five Star Dance Studios — Indianapolis, Indiana — Full-Time

- Managed the website, SEO, social media, email, and promotional campaigns for a high-traffic entertainment business while creating digital and print assets that improved visibility, engagement, and lead generation.

ART DIRECTOR | BRAND, PACKAGING & MARKETING DESIGNER

AUG 2013 – JAN 2015

STLBooks — Remote, Full-Time

- Created packaging, retail collateral, advertising, and customer-facing communications for an independent bookseller, strengthening brand consistency and promotional reach.

EARLIER EXPERIENCE

VISUALIZER + DESIGNER
Groove Productions and Entertainment — Bloomington, IL

JUL 2014 – JAN 2015

GRAPHIC DESIGNER
Distinct Images — Indianapolis, IN

MAR 2014 – JUN 2014

WEB DESIGNER | EXECUTIVE ASSISTANT
Premier Sign Group — Indianapolis, IN

OCT 2013 – APR 2014

TECHNOLOGY CONSULTANT
IU/UI — Indianapolis, IN

MAY 2011 – JUL 2012