

Cheryl Singletary

With over 18 years of experience in leading creative teams and driving strategic design initiatives, I've helped shape the visual identity and brand positioning of industry-leading companies. My expertise spans digital, print, video, and television, where I've managed end-to-end creative processes for high-impact marketing campaigns. As a Design Director, I've built and mentored top-performing teams, launched over 40 products, and created engaging B2B and consumer-facing content. A true player/coach, I thrive in hands-on design work while developing innovative, data-driven solutions, improving operations, and fostering a culture of creative excellence. My leadership style emphasizes collaboration, strategic vision, and delivering results that consistently exceed expectations.

SKILLS

Budget control • Staff recruitment • Visual design • Video production • Process development • Client relations • Project management • Creative strategy • Brand positioning • Concept development • Brand messaging

EXPERIENCE

Roku Inc., Santa Monica, CA — Design Director, Platform Content

2020-2024

- Inspired culture of excellence, managed creative strategies, execution and production .
- Standardized creative design processes by developing guidelines and enforcing best practices.
- Led recruiting, selection, hiring and onboarding of creative staff.
- Leveraged AI tools to improve productivity and inspire creativity.
- Controlled costs by spearheading negotiations with contractors, agencies and other service providers.
- Managed daily workloads by organizing schedules and delegating tasks.
- Developed and designed RFP Ad concepts for top-tier B2B advertising partners.
- Prepared executive reports using operational, output and engagement data.
- Developed and championed new policies that maximized design quality and minimized production errors.
- Collaborated with internal research teams to create test plans for pulse testing, generating data that informed creative strategies.

Roku Inc., San Jose, CA — Creative Director, Brand

2011-2020

- Built a top-tier design team that helped launch over 40 products, solidifying Roku as the streaming leader.
- Collaborated with CEO, CMO, and product teams on product ID, naming, and positioning.
- Led design and production of the IPO roadshow video, presentation, and S-1 brand design.
- Created design strategy and guidelines for B2B ad partners, global licensing, and Roku TV partners.
- Prepared detailed storyboards for product videos, focusing on sequence and timing.
- Directed creative strategy for branding, photography, and video production in marketing projects.
- Solved problems with initiative and sound judgment.
- Negotiated with agencies to control costs.
- Developed seasonal campaigns that boosted brand engagement.
- Fostered a culture of excellence in creative strategy and production.
- Led cross-functional collaboration to cultivate a positive and high-performing work environment.

Snapfish by HP (Hewlett Packard), San Francisco, CA — Design Director, UX

2009-2011

- Led redesign of Snapfish.com, taking worldwide brand and UX to new heights.
- Art directed photo shoots and direct-mail catalogs sent to millions, increasing YoY revenue 25%.
- Art directed and created storyboards for first-ever product videos and TV commercials.
- Presented design work to execs and internal stakeholders to share and challenge ideas.
- Hired, trained and directed staff members developing design concepts into art layouts and preparing layouts for printing.
- Fostered a culture of excellence that guided creative strategies, execution, and daily operations.

Adobe, San Francisco, CA — Sr Design Program Manager, Mobile

2006-2008

- Led and managed creative vision, timelines and budgets for B2B mobile conceptual demos completed by external agencies and internal UX design resources.
- Partnered with business, technical associates and vendors to develop functional requirements based on business needs.
- Delivered ground-breaking mobile experience prototypes for user research and testing.
- Collaborated with design executives defining mobile project scope, design goals, key milestones and UX deliverables.
- Developed and articulated technical RFPs and Creative Briefs to external design agencies and UX project teams.

Hotwire/Expedia Inc., San Francisco, CA — Art Director, UX

2005 - 2006

- Mentored, managed and led the UX design team including copywriters and producers.
- Partnered with executives to create a best-in-class user experience for online discount travel.
- Designed visual prototypes and wireframes for online booking engine and web pages.
- Led creative direction and online branding of Hotwire.com and first-ever TV campaign.
- Designed the identity, brand voice and look & feel for Hotwire's subsidiary brand, TravelTicker.com.

TiVo Inc., Alviso, CA — Creative Services Manager

2001 - 2005

- Produced and developed video content viewed monthly by millions of TiVo subscribers.
- Created storyboards and designed on-screen graphics for video content, product demos, promotional videos and direct-response TV.
- Managed creative budgets, timelines, outside agencies and internal creative teams.
- Managed and led CES trade show 4 years in a row including contract negotiations, hiring agencies and designing the brand experience.
- Collaborated with legal team to protect the TiVo brand internally and externally to ensure full compliance nationwide; including branding assets and legal trademarks.

EDUCATION

Academy of Art University, San Francisco, CA

Bachelor of Fine Arts (B.F.A.) - New Media/Graphic Design