

CHARLIE PRATT

Senior Creative Director / Designer / Developer

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Creative director, designer, and developer with over 20 years in creative direction, design, and user experience, working with global clients from the Americas to Europe. I design products and I build them, from strategy to code.

EXPERIENCE

2015 – Present

PRECOCITY CURRENT

- **Senior Creative Director** Aug 2025 – Present
Leading the creative team for web, interface, AI, and software applications for clients in the enterprise software and IT sectors. UI/UX, branding, content strategy, and more.
- **Creative Director** Oct 2016 – Aug 2025
Led the creative team for web, interface, and business applications for clients in the enterprise software and IT sectors.
- **Senior Art Director** Jul 2015 – Oct 2016
Art direction for web, interface, and business applications for clients in enterprise and IT sectors.

2022 – Present

ANXIOUS MEDIA CURRENT

Founder

A digital studio specializing in visual design, user experience, branding, and original music.

2013 – 2018

FAKTORY

Co-Founder & UX/UI Lead

Led product design for Echo, an iOS application for manufacturing and production environments.

2014 – 2015

DESIGN CENTRIC

- **Associate Creative Director** Jun 2015 – Jul 2015

Creative direction for web, interface, and business applications for clients in the enterprise and IT sectors.

- **Senior Art Director** Apr 2014 – Jun 2015

Art direction for web, interface, and business applications for clients in the enterprise and IT sectors.

2013 – 2014

FREELANCE

Art Director

Web and interface design for corporations in the business and information technology sectors.

2012 – 2013

BOLD / DESIGN / DEVELOPMENT

Senior Designer

Web and interface design projects for this California-based design and development shop.

2009 – 2012

FREELANCE Graphic Designer

2008 – 2009

GENESIS INTERNET Graphic Designer

2006 – 2008

RITZ MARKETING Senior Designer

2004 – 2006

HOT SAKE Co-Founder & Composer

2002 – 2005

JAY HOWARD PRODUCTION AUDIO Recording Engineer

CAPABILITIES

Creative Direction Creative strategy, branding, art direction

User Experience Research-led UX, UI design, interaction design

Product Design Software and AI products, design systems, iOS

Development Front-end and web development, design in code

Leadership Building and running creative teams

CLIENTS

Deloitte / Nasdaq / American Heart Association / Momentus / Axway /
Crash Champions / Party City

CREDENTIALS

Appalachian State University Bachelor of Science

Addy Award Original music and cable TV scores, Hot Sake