

# HOUSTON BERRY

Los Angeles, CA

415.608.8785

[houstonberry@gmail.com](mailto:houstonberry@gmail.com)

[www.houstonberry.com](http://www.houstonberry.com)

## CREATIVE DIRECTOR | BRAND DIRECTOR | ENTERPRISE DESIGN LEADER

### ABOUT

I help organizations create brands that scale.

For more than 20 years, I've led brand, digital experience, and design system initiatives for some of the world's most recognized technology companies, including VMware and Oracle. My career has focused on transforming complex ideas into clear, engaging experiences that connect brands with customers, employees, and stakeholders.

My work spans enterprise technology, AI infrastructure, legal services, venture capital, construction, and professional services. Whether building a brand from the ground up or modernizing an established organization, I focus on creating systems that bring consistency, clarity, and long-term value.

Most recently, I've been helping shape the brand foundation for RunPod, supporting a rapidly growing AI infrastructure platform through scalable marketing systems, product storytelling, illustration frameworks, and digital experiences.

I believe strong brands are more than logos and marketing materials. They are systems that create trust, communicate purpose, and help organizations grow.

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## PROFESSIONAL EXPERIENCE

### Brand Specialist

#### RunPod

February 2026 – Present

Helping shape and scale the RunPod brand as the company continues its rapid growth in AI infrastructure and cloud computing.

My focus has been on building the systems behind the brand, creating a foundation that allows marketing, product, growth, and leadership teams to move quickly while maintaining consistency across every customer touchpoint.

Key initiatives include:

- Defining and evolving RunPod's visual identity and brand language
- Building scalable frameworks for landing pages and product marketing campaigns
- Developing a structured illustration system aligned to AI infrastructure and developer audiences
- Extending the brand into events, sponsorships, and real-world experiences
- Supporting product and growth teams with high-impact creative assets and storytelling systems
- Helping establish processes that allow the brand to scale alongside an increasingly complex platform

The work has been less about individual designs and more about building a brand system that can scale with the business.

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## **Independent Creative Director & Brand Consultant**

### **Self-Employed**

March 2024 – Present

Following a decade at VMware and eleven years at Oracle, I launched an independent consulting practice focused on brand strategy, creative direction, and digital experiences.

I partner directly with founders, executives, and marketing leaders to build scalable brands, websites, marketing systems, and customer experiences.

### **Selected clients include:**

Carpenter & Zuckerman (<https://www.cz.law>)

C&Z Marketing (<https://www.candzmarketing.com>)

Surtona (<https://www.surtona.com>)

Andrew Mark Construction (<https://www.andrewmarkconstruction.com>)

Barker O'Donoghue Master Builders (<https://www.barkerodonoghue.com>)

The Garden Route Company (<https://www.gardenroute.co>)

Projects range from complete rebrands and website redesigns to marketing campaigns, thought-leadership content, presentations, and brand systems.

My work combines strategy, creative direction, branding, website design, and visual storytelling to help organizations communicate with clarity and confidence.

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## Senior Art Director

### VMware

March 2014 – March 2024

For ten years, I led brand consistency and digital brand experience initiatives across VMware's global organization.

Highlights include:

- Developed Brand Central, VMware's Adobe Experience Manager (AEM) platform for global brand governance
- Launched a self-service asset creation system used by more than 20,000 employees worldwide
- Reviewed and guided over 1,500 websites and microsites, bringing approximately 85% into compliance with brand standards
- Expanded global brand guidelines, governance programs, and scalable design systems
- Created executive presentations, brand books, style guides, campaign assets, and visual storytelling programs
- Partnered with marketing, communications, web, and product teams to deliver consistent customer experiences

This role combined brand strategy, governance, digital experience design, and creative leadership at enterprise scale.

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## **Interactive Design Director**

### **Oracle**

March 2003 – February 2014

During my eleven years at Oracle, I designed and delivered integrated marketing and digital experiences across web, print, advertising, email, and event channels.

Key contributions included:

- Developed websites, microsites, digital campaigns, email marketing programs, and interactive experiences for global technology audiences
- Supported Oracle OpenWorld and other flagship events through digital experience design and event marketing initiatives
- Collaborated with marketers, copywriters, developers, and stakeholders to deliver customer-facing campaigns and brand experiences
- Created advertising, direct mail, online marketing assets, and promotional materials supporting product launches and business growth
- Mentored junior designers and contributed to creative team development and project execution

My time at Oracle established the foundation for my career in enterprise branding, digital experiences, and large-scale marketing programs.

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## **CORE EXPERTISE**

Brand Strategy

Creative Direction

Enterprise Brand Governance

Design Systems

Digital Experience Design

Website Design

UX/UI Design

Marketing Campaign Development

Visual Storytelling

Presentation Design

AI Product Marketing

Adobe Experience Manager (AEM)

Figma

Adobe Creative Suite

Cross-Functional Leadership

Stakeholder Management

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## **EDUCATION**

Visual Communications & Design

Dallas College