DOUGLAS ARTHUR MILSOM
Creative Director • Innovation • Design • UX
Tacoma, WA
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PROFESSIONAL SUMMARY

Creative Director and digital innovator with 20+ years leading multidisciplinary teams across brand, experiential, digital product, and emerging technologies. I specialize in crafting immersive narratives across 2D, 3D, motion, and interactive environments—translating complex ideas into compelling visual narratives across physical and virtual environments.

Known for hands-on creative leadership, cross-functional collaboration, and a deep understanding of how design, technology, and storytelling converge. I thrive in fast-moving environments where vision, innovation, and execution must align. Equally comfortable directing large-scale brand experiences as I am building systems, mentoring teams, and exploring new technologies from the inside out.

CORE CAPABILITIES

Creative Leadership
Creative Direction • Art Direction • Team Building • Cross-Functional Collaboration • Executive Communication • Storytelling • Brand Strategy
Experience & Brand Design
Experiential Design • Environmental Visualization • Visual Systems • Event Creative • Digital Ecosystems • Integrated Campaigns
Digital, 3D & Emerging Tech
3D Visualization • Motion Graphics • WebGL • Interactive Design • AI/ML Creative Tools • XR/AR/VR Concepting • Real-Time Event Graphics
Design Craft
UX/UI • Prototyping • Wireframing • Storyboarding • Image Compositing • 3D Illustration • Touchscreen Design

PROFESSIONAL EXPERIENCE

BEHR • Digital Design Director
Full-time • 21 Years
Innovation • Creative Direction • UX • Emerging Tech
Creative lead for BEHR's enterprise-level digital ecosystem, directing brand storytelling, product visualization, and user experience across web, mobile, in-store, and emerging platforms. Partnered with executive leadership, agencies, and engineering teams to deliver high-impact digital experiences used by tens of millions annually.

Key Achievements
• Directed the visual and UX strategy for BEHR.com, serving 44M+ annual visitors
• Led creative direction for ColorSmart by BEHR, including the in-store kiosk deployed in 2,500+ locations with 30M+ annual sessions
• Developed novel visualization tools using emerging technologies, from concept to customer interaction
• Built and mentored a high-performing cross-functional creative team
• Created proprietary color-accurate visualization systems using advanced masking, vector, and hex-based libraries
• Established a 3D product illustration pipeline that eliminated traditional photography costs across Masco digital properties
• Directed innovation roundtables and ideation sessions to drive continuous improvement and creative exploration

XDRIVE • Founding Member / Design Director
Full-time • 3 Years
Brand Development • Team Leadership • Product Design
Founding creative leader for a peer-to-peer file-sharing startup. Built the brand, design team, and digital product experience from the ground up.

Key Achievements
• Created the full brand identity system (logo, visual language, print, digital, product UI)
• Built and led a multidisciplinary team of designers and web developers
• Directed creative for both consumer and B2B pivots, including full rebrand
• Contributed to the company's eventual acquisition

ADDITIONAL WORK

Freelance and contract design work across digital, experiential, 3D, and interactive media for early-stage companies and global brands.

Epoch Internet • Interactive Designer (Full-time) • 1997–1999
Created early-era digital experiences including websites, interactive kiosks, scalable product imagery, print collateral, event design, illustration, and motion graphics—pushing the boundaries of what was possible in late-90s digital media.

CONTRACT ROLES

Digital Kitchen • Digital Illustrator (Contract On-site) • 1997
Produced digital illustration artwork for AAA game packaging.
Packet Video • Multimedia Designer/Corporate Artist (Contract Hybrid) • 1999–2002
Designed the end-to-end brand ecosystem—including website, collateral, event environments, and an immersive executive "war-room."
Deloitte • Interactive Designer (Contract Remote) • 2002–2009
Produced digital and interactive design assets for corporate communications, marketing, and internal initiatives.
Real Networks / Rhapsody • Multimedia Motion Designer (Contract Remote) • 2006
Created motion graphics, UI assets, and digital content for early streaming media products and interactive experiences.
Kingston Technology • Touchscreen Designer (Contract On-site) • 2001–2002
Designed touchscreen interfaces and interactive product experiences for consumer and enterprise hardware.
Xifin • 3d Illustrator (Contract Remote) • 2002–2004
Produced 3d illustrations for print collateral, website and real-time event graphics.

SELECTED BRANDS

Behr • The Home Depot • Deloitte • Microsoft • Zillow • Houzz • Kingston • RealNetworks

EDUCATION

Washington State University
Bachelor of Fine Arts (BFA), Digital Imaging
Minor: Illustration & Art History

AWARDS

- **Webby Awards –** Honoree, Websites & Mobile Sites Behr.com (Lifestyle)
- **FWA –** Site of the Day (ColorSmart App), Site of the Month (Desktop & Mobile)
- **IAC Awards –** BEHR + IBM Watson Ads (weather.com)
- **Website Museum Org –** douglasarthur.com 2002 Flash Website

DESIGN PATENTS

9152311 • 9563342 • 11989766 • 12008766 • 11467713 • 10416790

TOOLS & TECHNOLOGIES

Design & Production
Figma • Photoshop • Illustrator • After Effects • 3ds Max / V-Ray • Substance Painter
Emerging Tech & Exploratory
WebGL • three.js • Unity • Blender • ZBrush • ComfyUI • Stable Diffusion variants