PORTFOLIO · 2026

Charles Treat Production operations & creative executive.

25+ years leading teams across experiential, live events, digital products, and brand systems.

SpiritFest: spectacle at scale

High-performance video infrastructure for a dense festival environment where visual clarity and synchronization are essential.



Unified systems

Centralized control, fiber-backed distribution, and wireless transmission support consistent coverage across the site.

Visual anchor

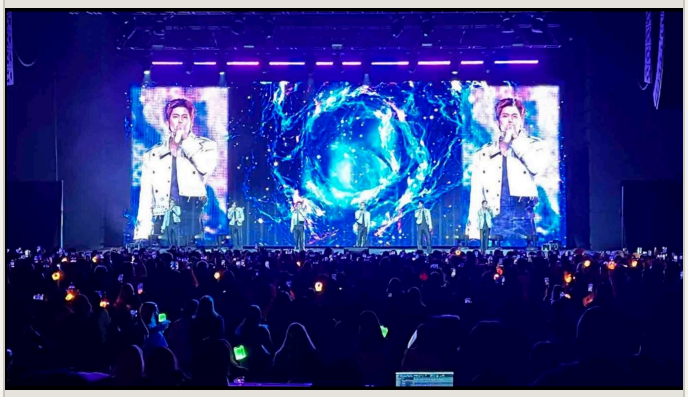
High-resolution LED and image magnification keep the audience connected to the main stage.

Show readiness

Installation, testing, and validation reduce risk before the event goes live.

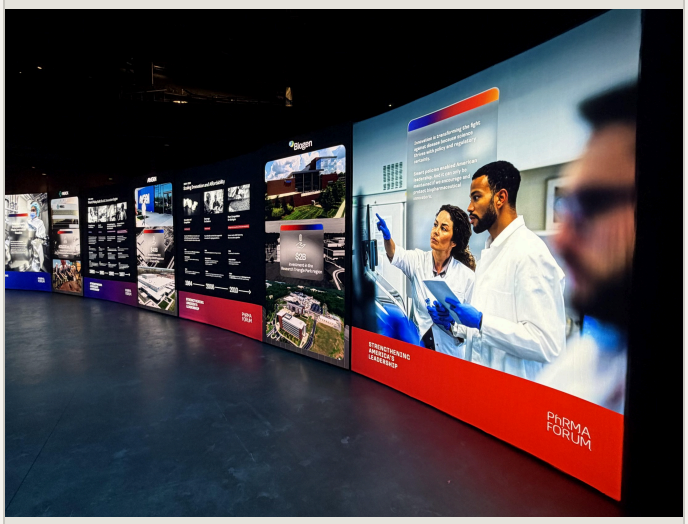
Visibility across distance

Scalable systems for major festivals, gala environments, and demanding rooms.









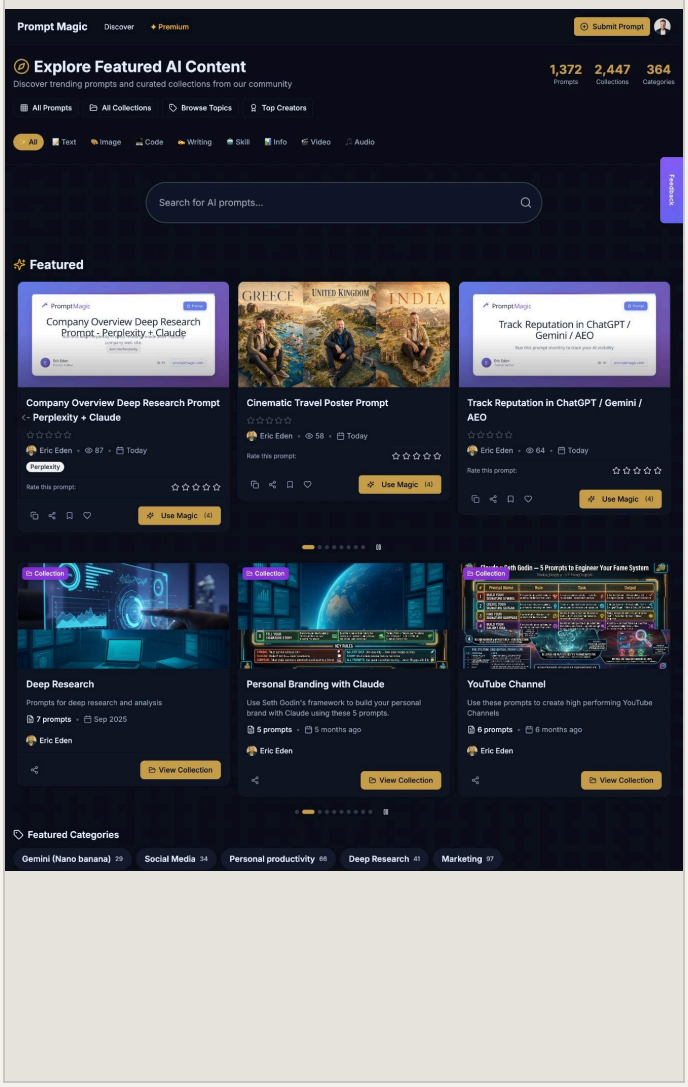
125+
events delivered each year

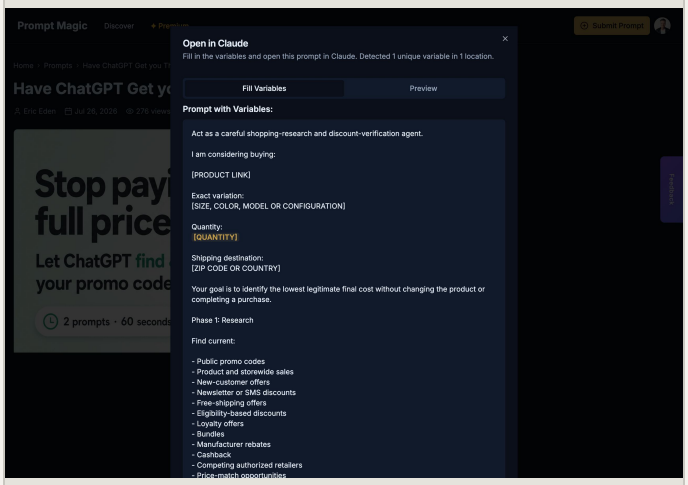
20+
person production crew led

25+
years of creative leadership

Prompt Magic

Creative direction across prompt discovery, the “Open in Claude” flow, and detailed prompt experiences.

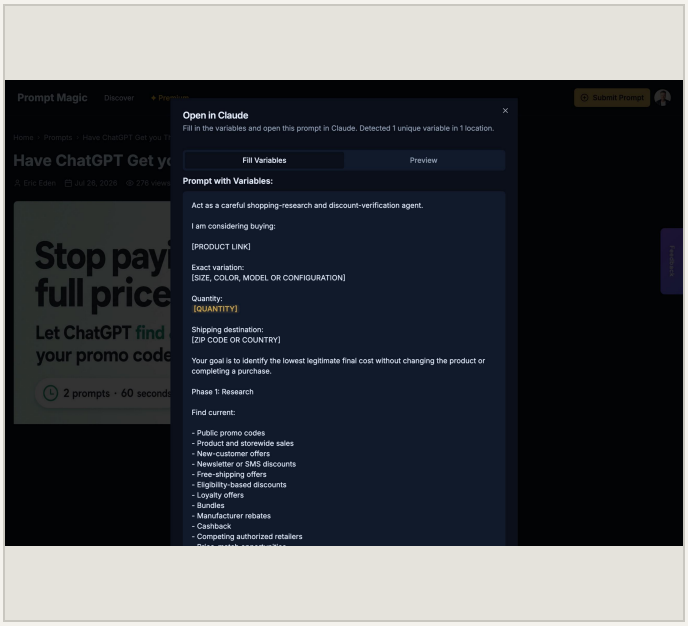


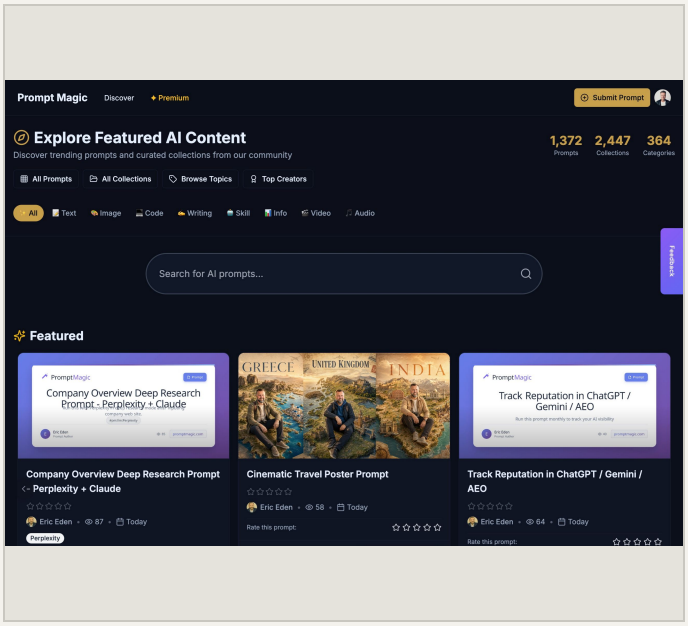


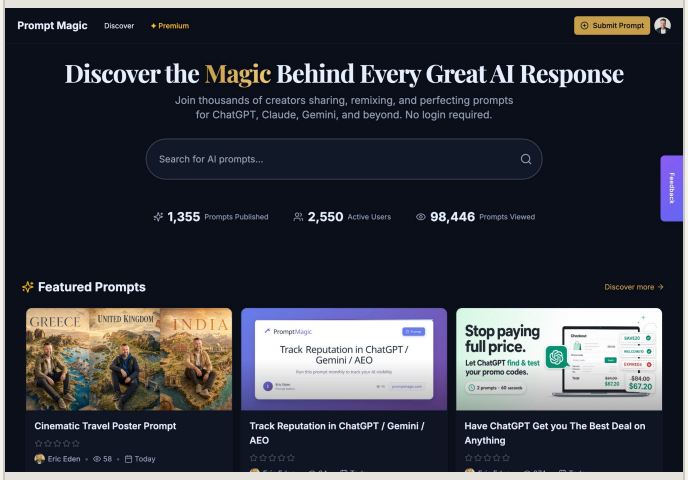
Selected interface views are cropped to highlight the primary product experience.

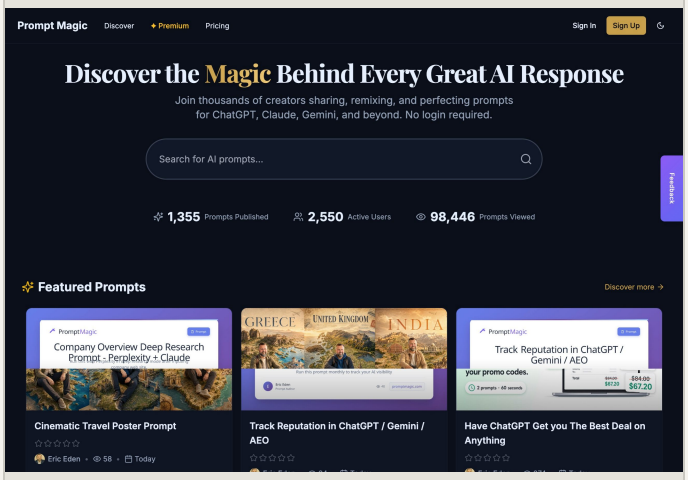
Prompt detail system

A structured publishing experience makes complex prompts readable, reusable, and actionable.





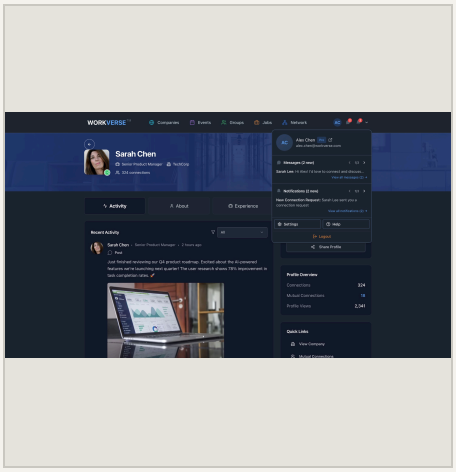


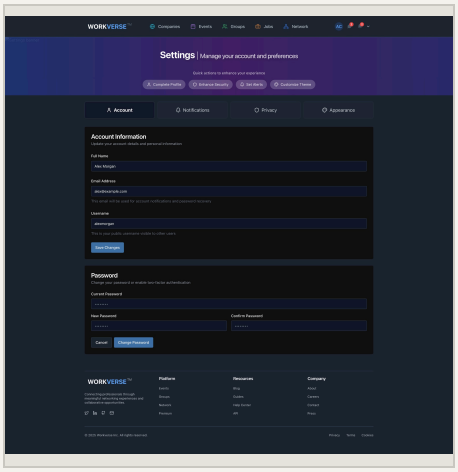


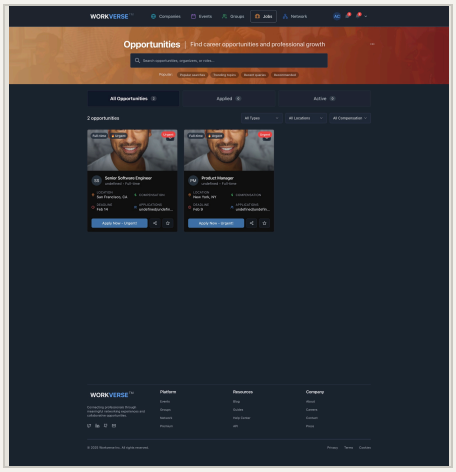
Interface details from the full prompt experience.

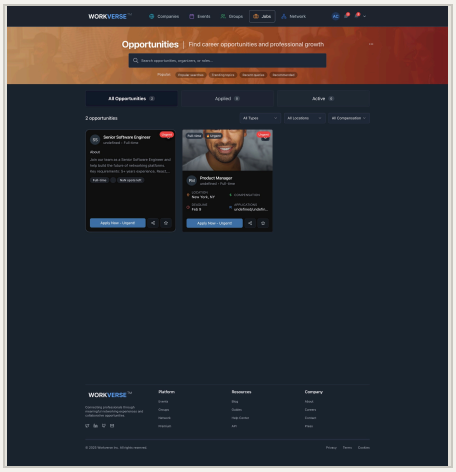
Workverse

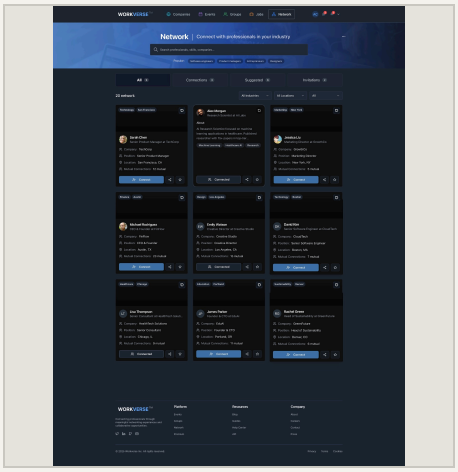
Profiles, opportunities, and professional networks.

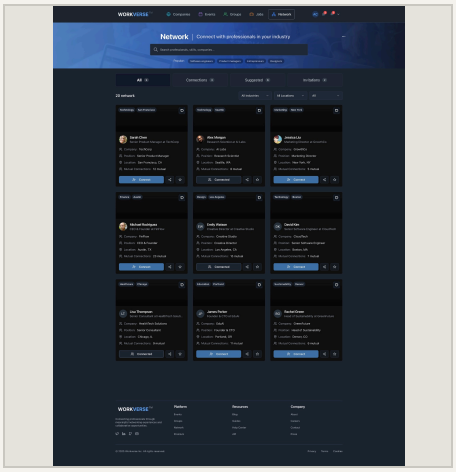






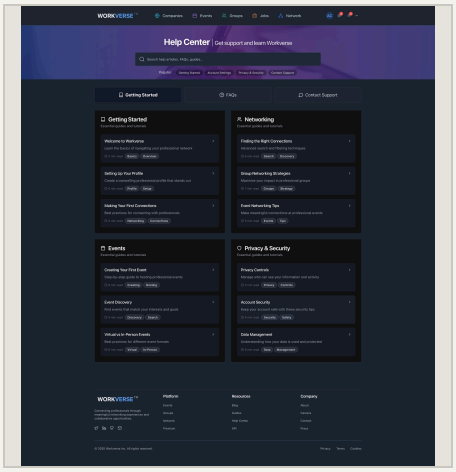


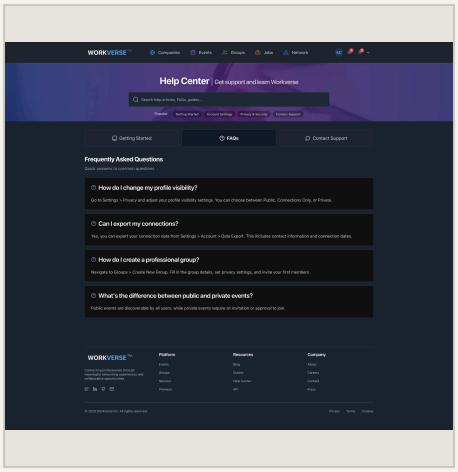


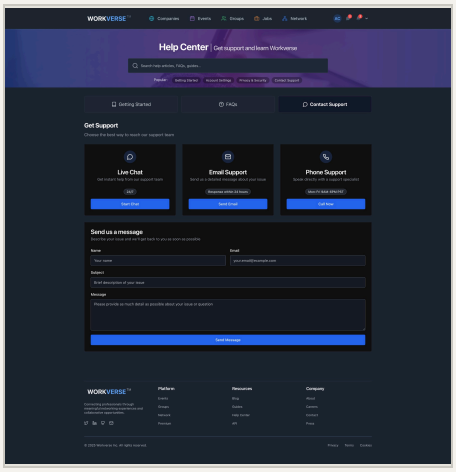


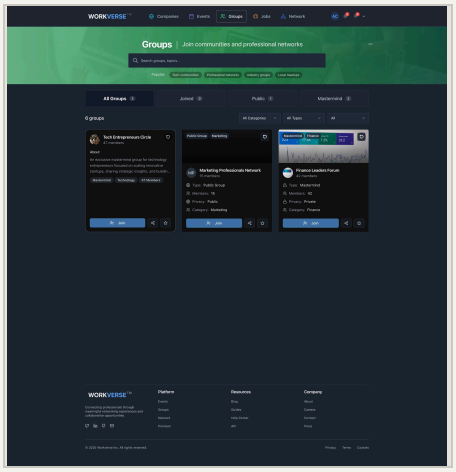
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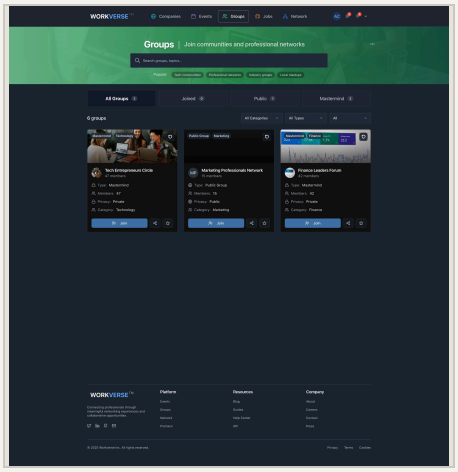
Help, groups, and events.

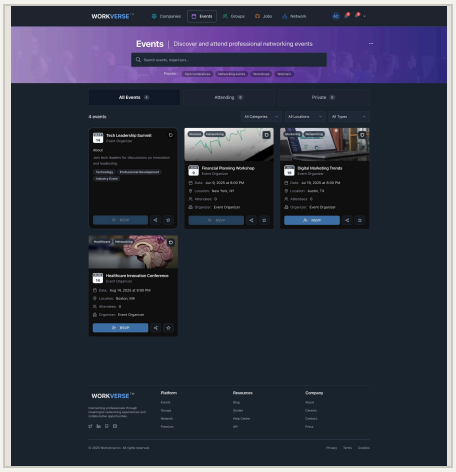






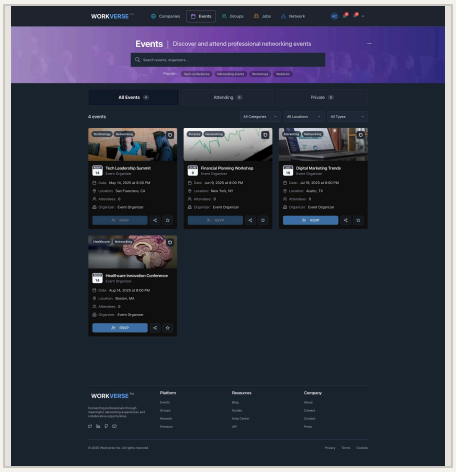


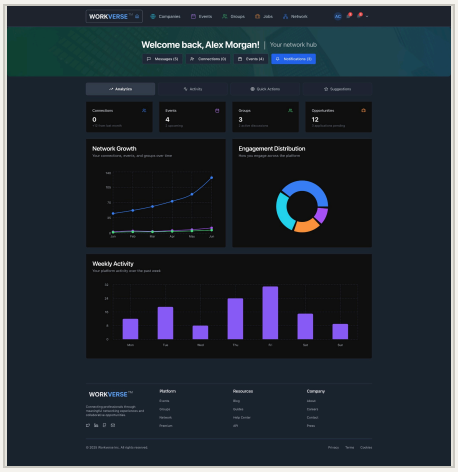


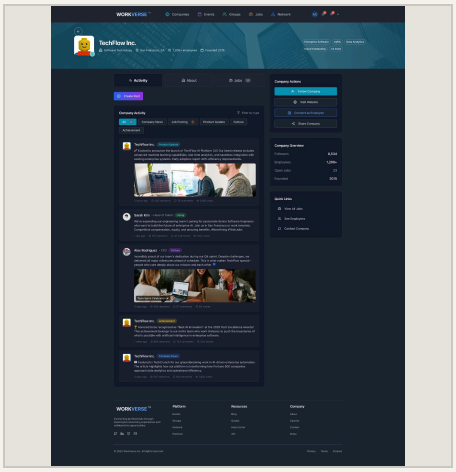


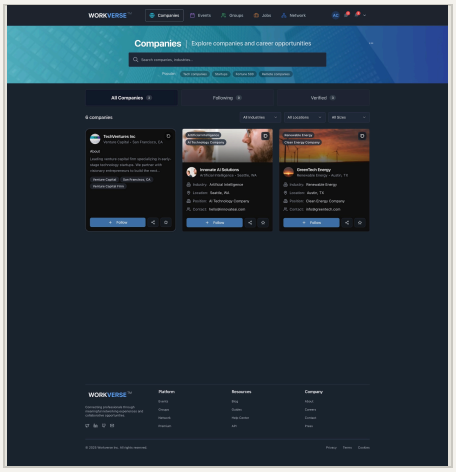
Workverse

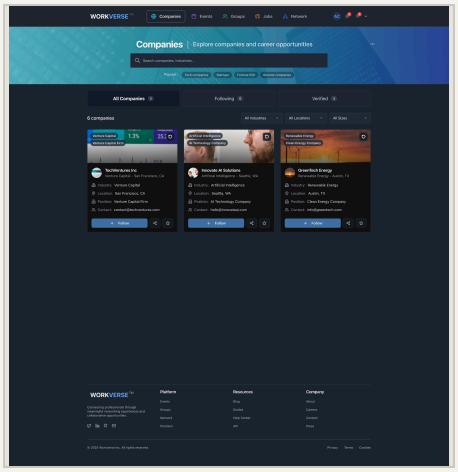
Analytics, company discovery, and communications.

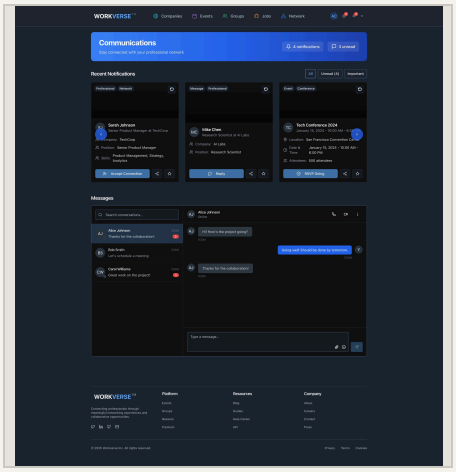






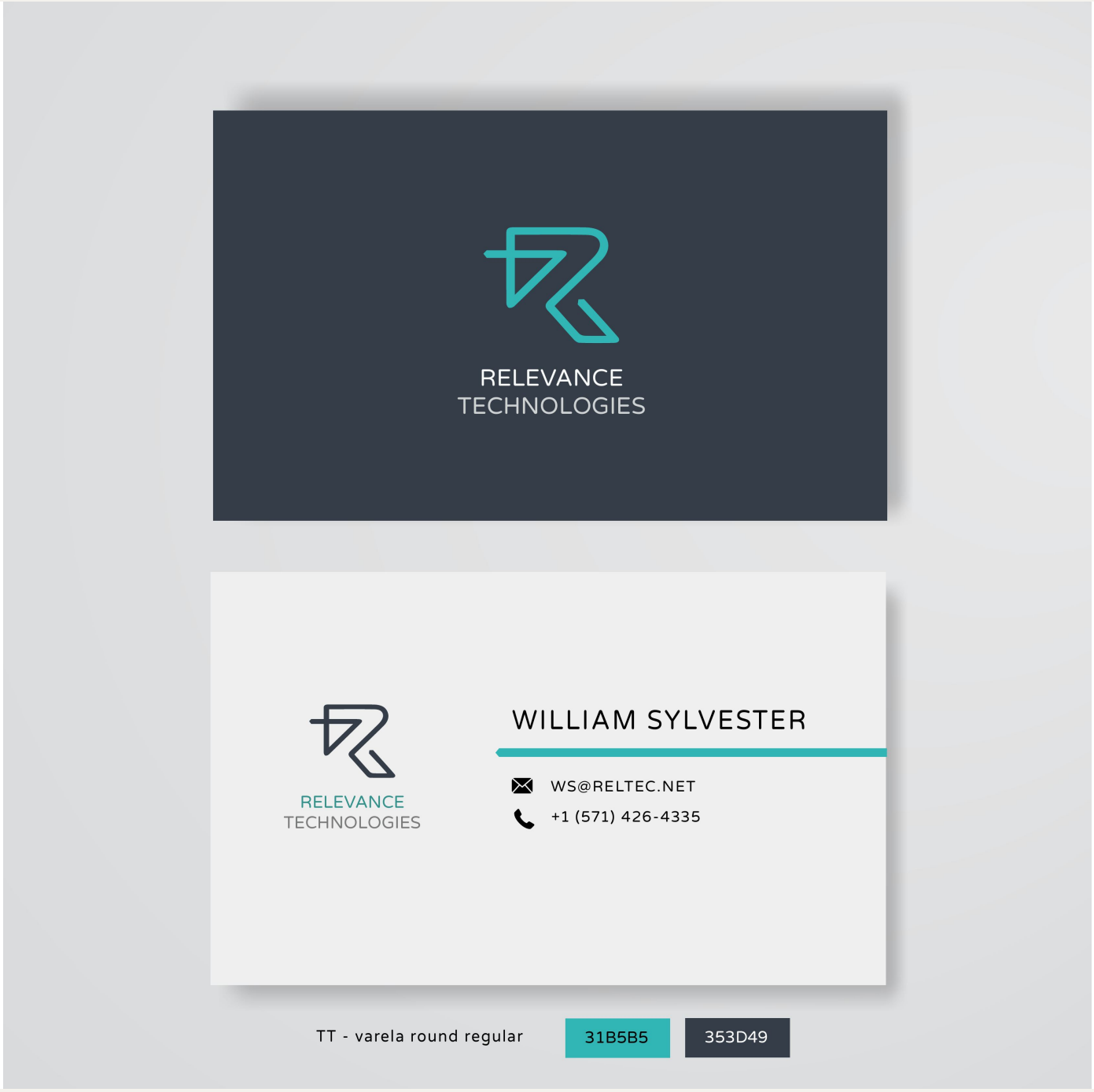






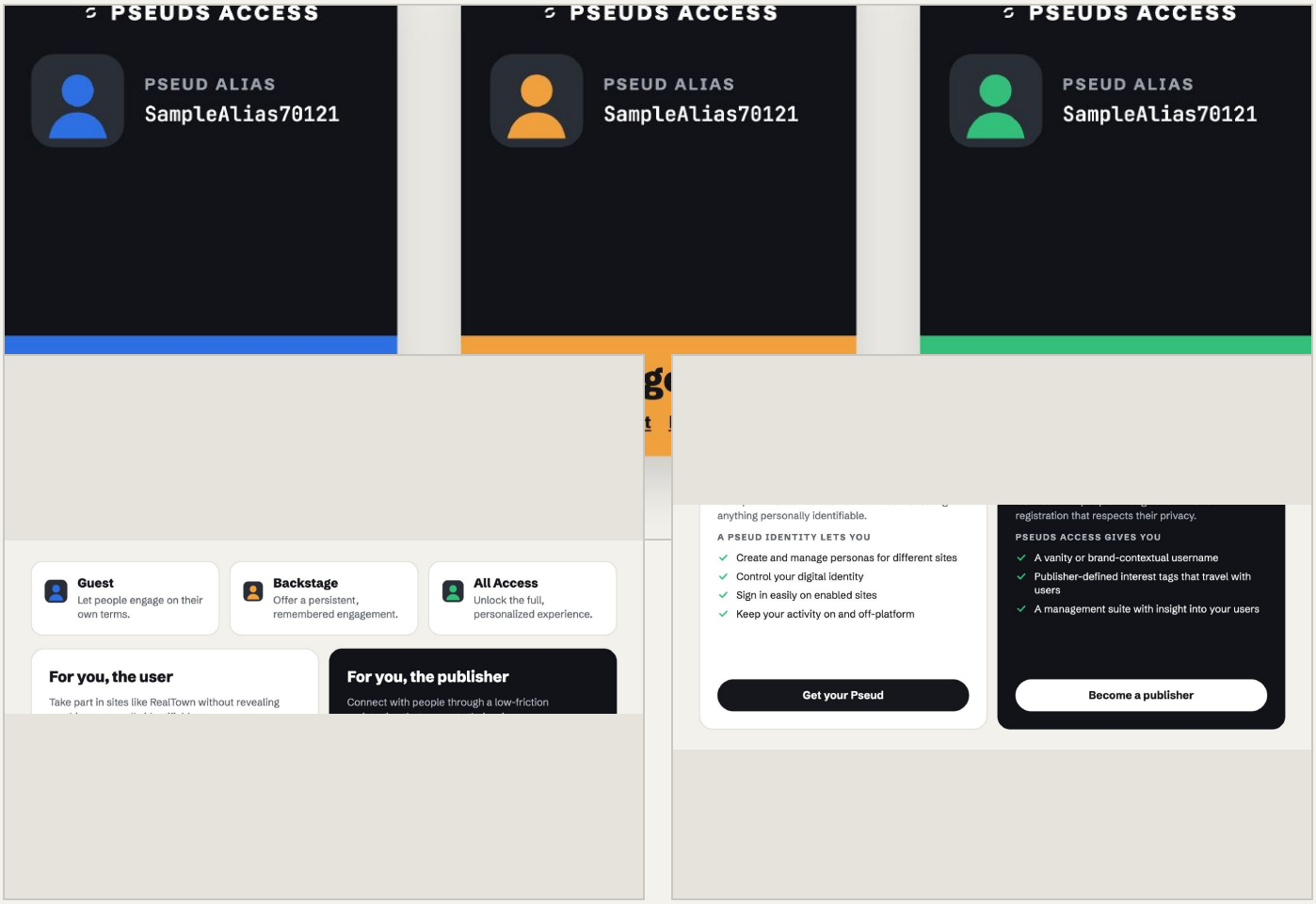
Relevance Technologies

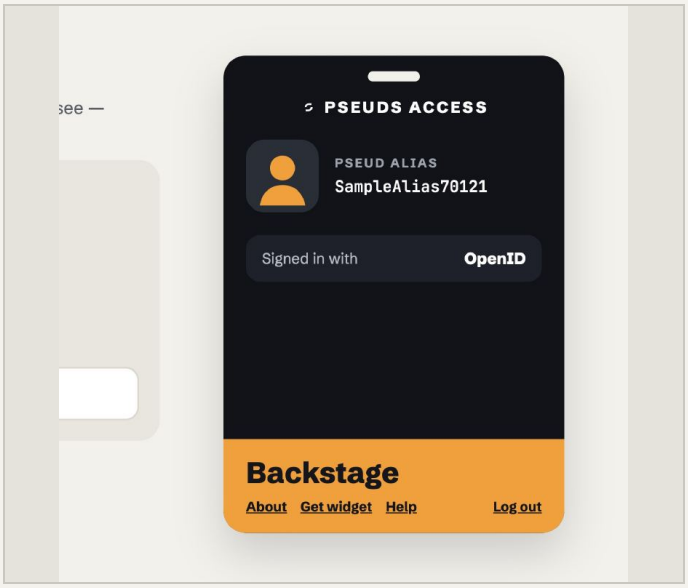
A focused teal-and-navy identity system expressed through the company mark and business card design.

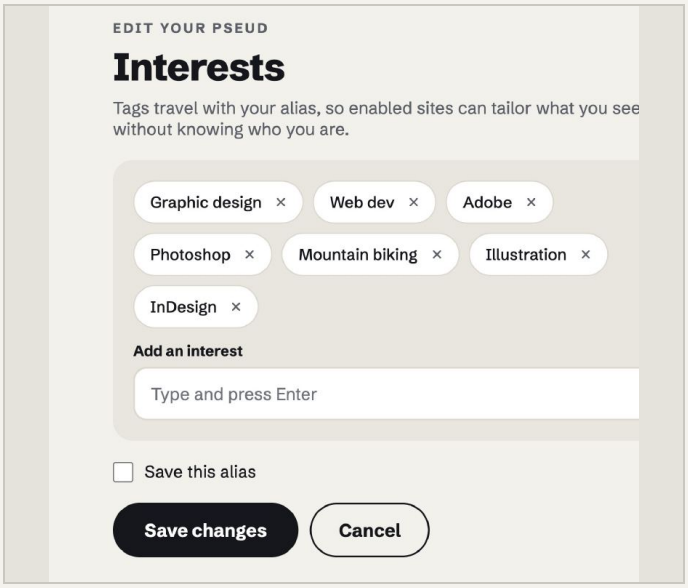


Pseuds

A three-tier identity model carried from brand logic into product settings and user controls.

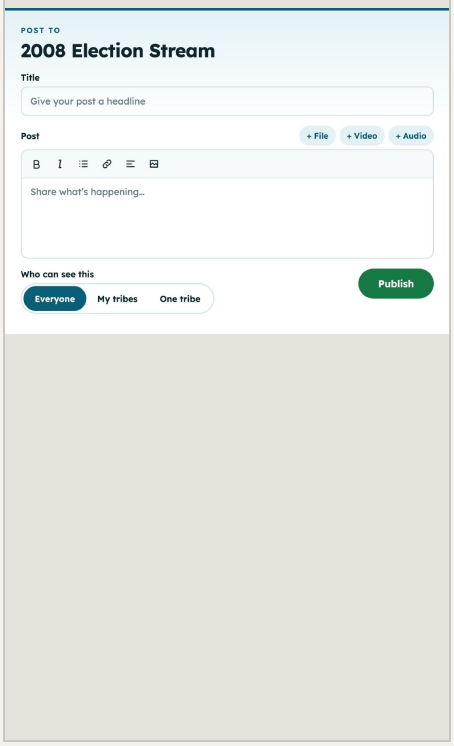






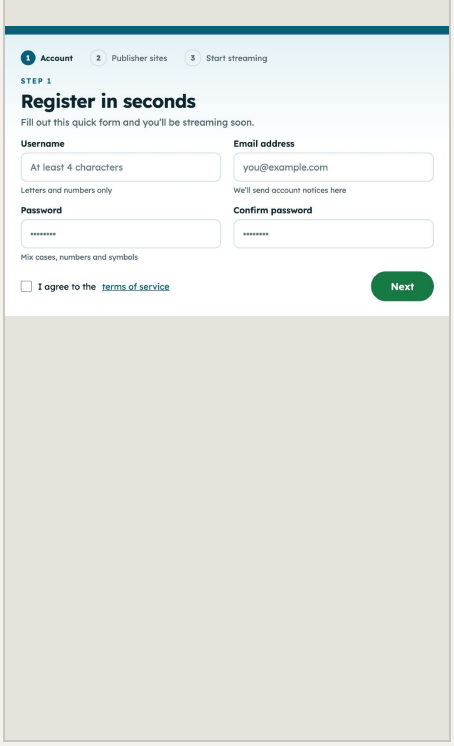
Tribe Stream

Publishing tools that move from contribution to registration and publisher-site management.



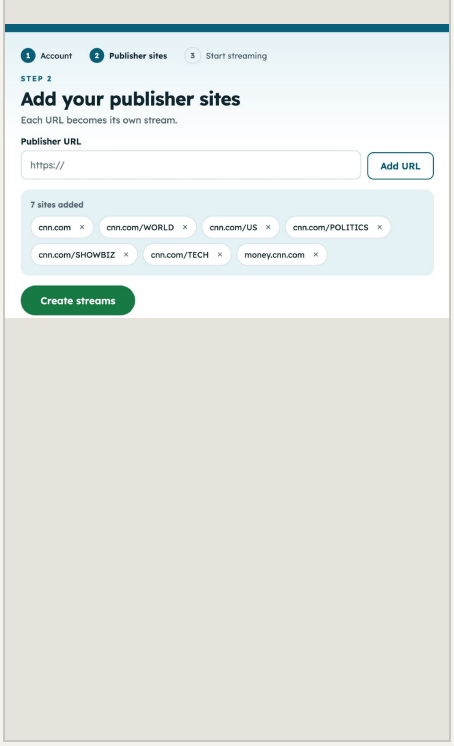
Compose

Focused authoring and contribution flows.



Onboard

Publisher registration made explicit and approachable.

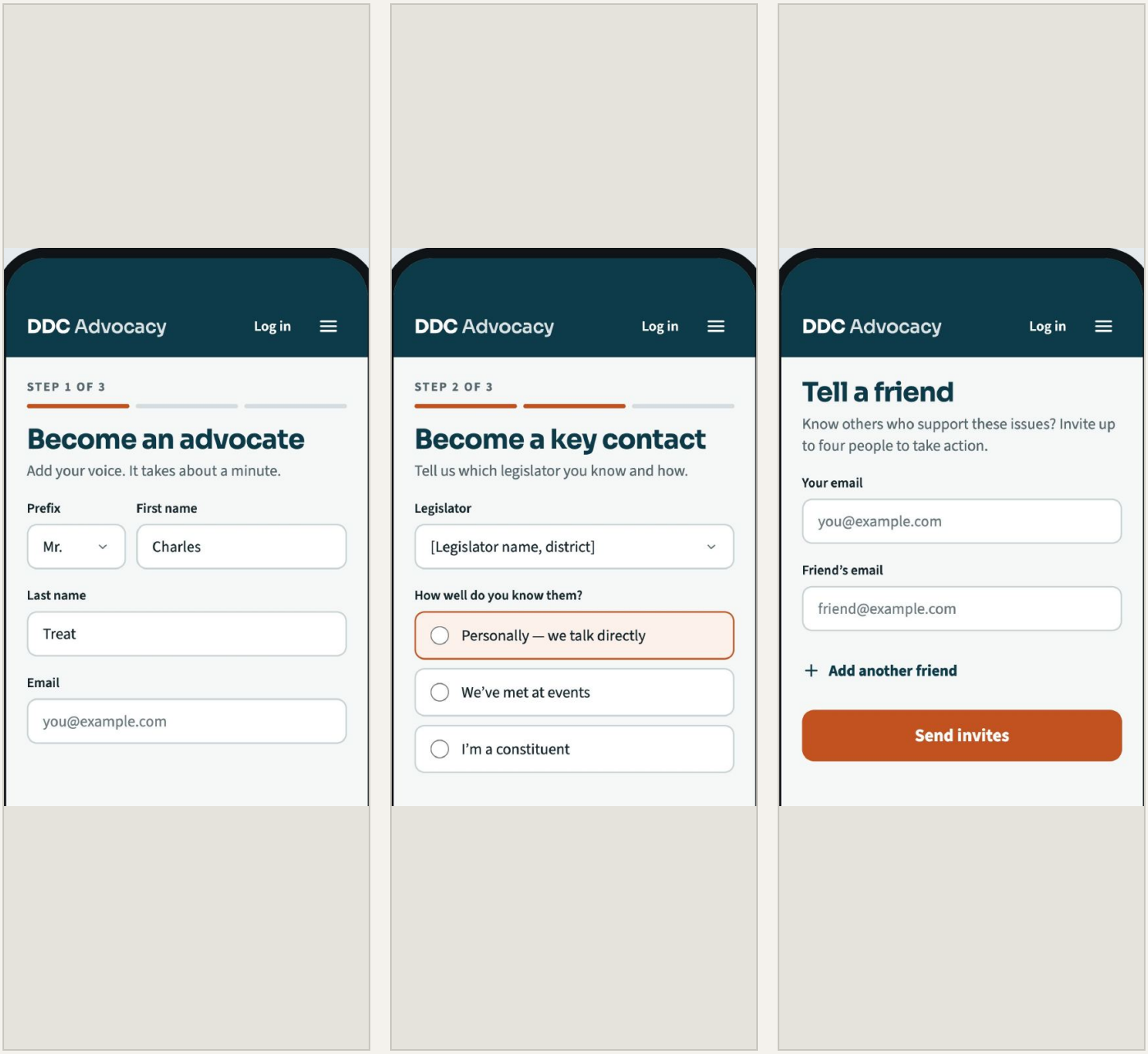


Manage

Clear control over a publisher's connected properties.

DDC Products

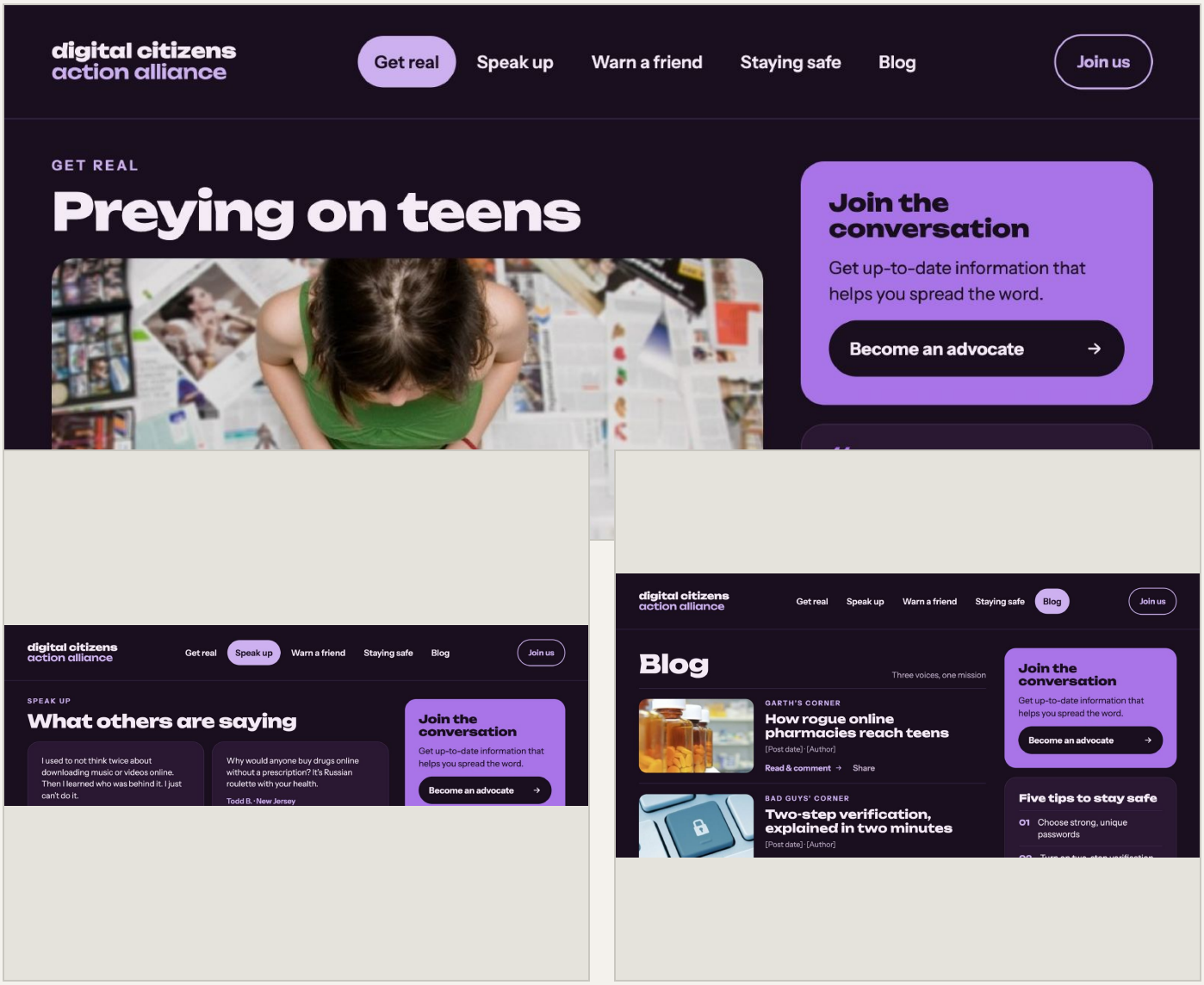
Individual mobile product flows for advocacy onboarding, key-contact identification, and friend-to-friend activation.



Product documentation: Democracy Direct help center

Digital Citizens Alliance

Campaign pages organized to move visitors from context to participation.



Energy Citizens & F-35

Campaign systems designed as sequences: establish the issue, then make the next action unmistakable.











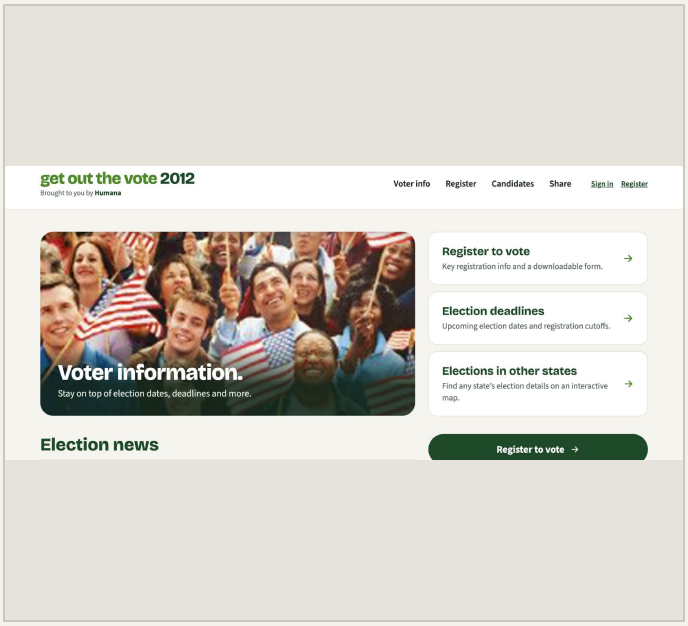


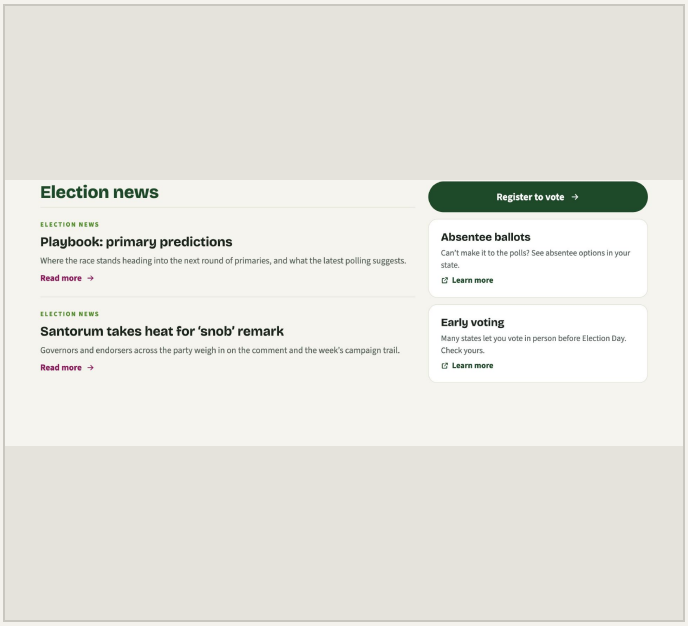


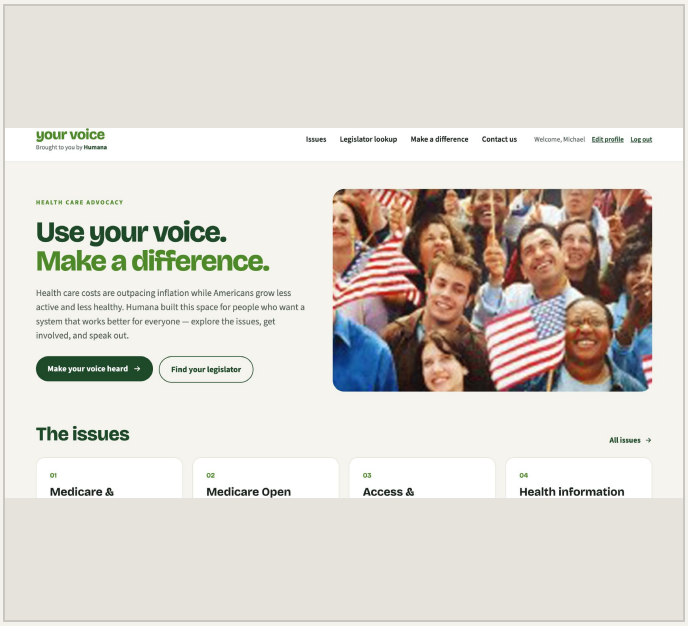


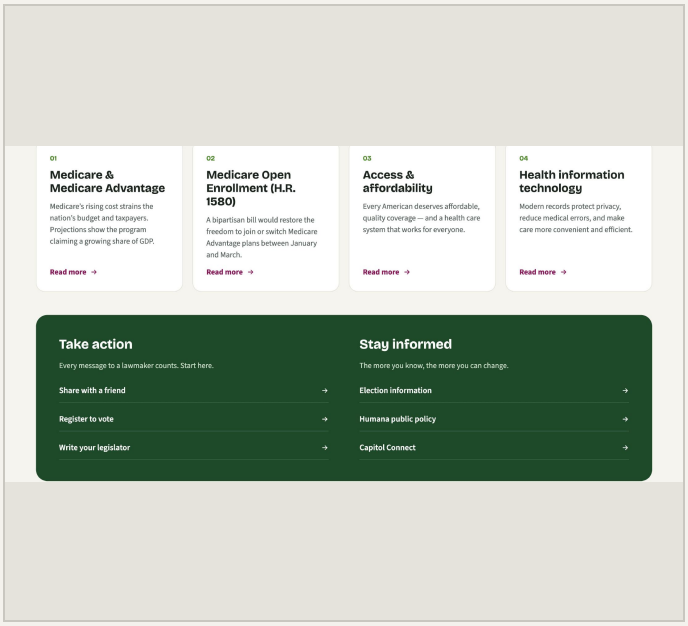
Humana

Responsive experiences supporting voter information, registration, issues, and participation.



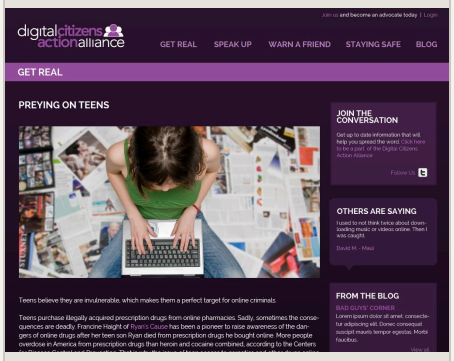


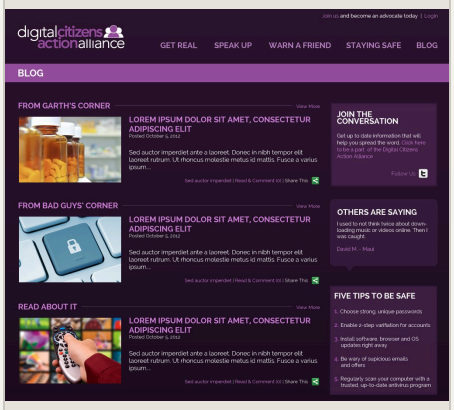


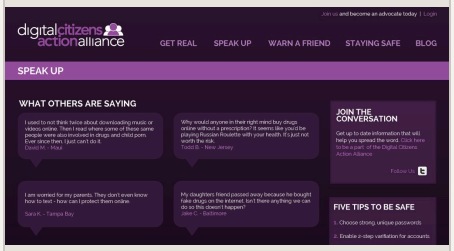


Digital Citizens Alliance

Additional responsive campaign views with strong visual hierarchy and media-first storytelling.







ABOUT

Creative leadership built for execution

I translate complex business objectives into clear, memorable experiences - and build the teams and systems that deliver them.

Production Operations · Creative Direction · Brand Strategy · Experience Design · Team Leadership · Digital Product

Director, Production Operations — 2026-present
Control Video LLC

VP, Creative Services — 2025-present
Prompt Magic · Consulting

VP of Creative — 2023-2025
Workverse

Selected earlier experience — 25+ years
MRespond · Decimal Designs · DDC Advocacy · AOL · American University

Let’s build something people remember.

Available for senior creative, production, experiential, and digital leadership conversations.

Charles Treat

Production Operations & Creative Executive

EXECUTIVE PROFILE

Creative and production operations executive with 25+ years leading high-performing technical, design, and creative teams across live experiences, digital products, UX/UI, communications, and brand systems. Directs 125+ annual events, a 20+ person production organization, and end-to-end budgets for large-format LED and brand-led experiences. Translates complex business objectives into user-centered solutions while building empowered teams that deliver high-quality work on time.

CORE LEADERSHIP

Production Operations · Experiential & Live Event Production · Large-Format LED · Budget Ownership · Creative Direction · Team Leadership · Brand Strategy · UX/UI Design · Product Development · Digital Marketing · Front-End Development · Business Strategy

EXPERIENCE

Director, Production Operations

Jan 2026 - Present

CONTROL VIDEO LLC ·

- Direct production operations for 125+ experiential and live events per year, spanning large-format LED installations and brand systems.
- Lead a 20+ person production team and own the production budget end to end.
- Serve flagship clients across pharma, defense, and regional entertainment venues.

Vice President, Creative Services (Contract)

Jun 2025 - Present

Prompt Magic ·

- Provide consultative design leadership directly to the CEO and CTO.
- Lead a 10-person creative team.

VP of Creative

Jan 2023 - Dec 2025

Workverse · · On-site

- Spearheaded creative vision and brand development for a rapidly growing business social network.
- Directed a 35-person local and remote team spanning design, content, and UX/UI.
- Shipped four product launches from ideation through delivery while shaping brand strategy, visual identity, digital marketing, and user experience.

Creative Director

Jan 2014 - Dec 2022

MRespond · Portland, Oregon Metropolitan Area · Remote

- Directed creative strategy and execution for a diverse client portfolio from concept through completion.
- Oversaw digital marketing, UX, community design, and development.
- Built and mentored a 15-person creative team.

Charles Treat

Production Operations & Creative Executive

Creative Director / Chief Creative Officer
Jan 2013 - Jun 2015

Decimal Designs

- Provided creative strategy for innovative brands, launching campaigns and new products in emerging media.
- Delivered design management, audience development and outreach, UX, and visual design services.

Senior Director, Interactive Agency
Jan 2009 - Jan 2014

DDC Advocacy ·

- Established and led a 20-person digital agency.
- Drove innovation through new digital products and product enhancements.
- Implemented user-centered design processes to improve client outcomes.

Creative Director
Jan 2008 - Jan 2009

Pseuds, Personive Inc. ·

- Led conceptual design and prototyping for a suite of privacy-focused web applications.
- Served as project lead for site maps, wireframes, user experience specifications, and design deliverables.
- Partnered with an offshore team of 10 developers and three front-end specialists.

Art Director
Nov 2006 - Jan 2008

AOL ·

- Directed design for AOL portals, toolbars, and syndicated products reaching more than 110 million users.
- Provided art direction for AOL IPTV offerings and managed eight visual and UI designers.

Senior User Experience Consultant
Jan 2005 - Nov 2006

Dante Consulting ·

- Led a firmwide redesign and rebrand spanning marketing collateral and web properties.
- Directed user experience design for client work including Verizon, Sprint, and AOL.

Senior Designer
Jan 2001 - Feb 2005

AOL Inc. ·

- Led design for Member Education and Retention, increasing traffic by 100% to 200%.
- Served as lead designer for key products and AOL channels.

Art Director
Jun 1997 - Dec 2000

American University ·

- Designed and maintained the university library's web properties.
- Provided technical support to staff and managed six web designers and technicians.

EDUCATION

Master's, Computer and Information Sciences and Support Services 1992 - 1995
University of California, Los Angeles (UCLA)

Bachelor of Arts, Film 1987 - 1991
University of California, Los Angeles (UCLA)

Multimedia Studies, Digital Communication & Media 1996 - 2001
American University