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.

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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