

KATIE SHIELDS

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Creative Studio Operations Manager | Executive Creative Producer *Immersive Experiences | Studio Systems, Workflow, and Lifecycle*

PROFESSIONAL SUMMARY

Creative Studio Operations Manager and Executive Creative Producer with 20+ years building and scaling in-house studios and operating systems for global brands and experience ecosystems (Salesforce, Nike, Google, adidas, Wieden+Kennedy). Architect end-to-end studio models (intake/briefing, prioritization, resourcing, budget governance, tool stacks, partner benches) that move work from concept through design, fabrication, launch, and refresh. Trusted partner to creative leadership, translating ambitious storytelling into clear scopes, decision paths, and operating rhythms that protect creative intent while improving speed-to-delivery and cost efficiency at scale.

SELECT CLIENTS & COLLABORATION ECOSYSTEMS

Netflix House (Target), Salesforce, Nike, Google, Amazon, Kate Spade NY, KPMG, Nielsen, Align Technology, Marriott Hotels; Gensler, Wieden+Kennedy, Downstream/Unispace, Gerding Edlen, IA Interior Architects, Pentagram, Skylab Architecture, Ziba Design, Sylvain.

RELEVANT PROFESSIONAL EXPERIENCE

CORE COMPETENCIES

Creative Studio Operation Leader & Executive Creative Producer

Independent - Fractional Leadership & Embedded Operations for Global Brands | 2012 - Present

- Architect studio operating models and portfolio cadences (intake/briefing, prioritization, QA gates, decision logs) for 20-50+ concurrent projects/quarter; align scope, resourcing, and vendor plans across \$10M+ portfolios (teams 50+), including Salesforce Dreamforce (2023-2025).
- Cast and integrate 5-50+ external partners per program (design, production, VFX/3D, interactive, fabrication); deliver through launch + refresh cycles with post-mortems and roadmaps.

Studio Operations Manager / Executive Producer (Creative Media Studio)

Salesforce | 2022-2024

- Built and operationalized Marc Benioff's Creative Media Studio across motion/VFX, animation, design, and audio; coordinated a specialized bench of 30+ internal/external creatives.
- Built an in-house audio recording studio and workflows for custom event music, VO, and immersive sound design; directed Dreamforce (40K+ attendees) design ops and \$5M-\$10M vendor governance while protecting creative intent.

Senior Design Project Manager / Producer, Creative Operations

Downstream (Unispace) | 2018-2022

- Creative operations and production lead for permanent venues, large-scale workplaces, and digitally integrated environments; translated narrative intent into build-ready scopes, approvals, and installs.
- Google Workplace (Austin + Kirkland): supported operational design and delivery for

♦ Executive Liaison & Strategic Thought Partner (Creative leadership + XFN)

♦ Creative Studio Architecture & Operations (intake, briefing, prioritization, cadences)

♦ Portfolio Health & Delivery Governance (status, risks, dependencies, escalation)

♦ Resourcing Forecasting & Team Scheduling (internal + partner bench)

♦ P&L & Budget Ownership (\$10M+) + Vendor Negotiation (SOW/MSA)

♦ Partner Ecosystem Building (casting, onboarding, performance feedback)

♦ Cross-Functional Alignment (Creative-to-business translation)

♦ Risk Management & Delivery Recovery (protecting creative intent under pressure)

♦ Integrated Production (permanent venues, immersive, screen/media systems)

♦ Global Operations (Amsterdam, NYC,

1M+ sq ft; served as the bridge with IA Interior Architects to integrate environmental media and experience layers into permanent architecture.

- *Google Pier 57 (NYC): supported guest-journey programming and experience delivery for a landmark destination; coordinated content scopes, approvals, and install handoff.*
- *Ran multi-stakeholder project health (\$2M-\$5M) using Workfront; led an 8-10 person delivery pod using Jira/Confluence for sprint planning, backlog refinement, deployment, and documentation.*

EARLIER EXPERIENCE

- **Skylab Architecture (2010–2012)** – Ops Studio partner to Principal Jeff Kovel (intake, resourcing, hiring/feedback, delivery cadence, production mgt., client relations).
- **Ziba Design (2008–2010)** – Producer/Account lead for \$10K–\$2M design-led programs and vendor ecosystems.
- **Wieden+Kennedy (1999–2008)** – Executive Producer - Media Lab (Amsterdam/NY/Shanghai); built global teams/vendor benches; created Nike “Explorer” China immersion to reset creative context, strengthen alignment, and accelerate next-cycle work.

Shanghai, Tokyo, London, China)

◆ *Emerging Tech Integration (GenAI, real-time engines)*

◆ *Continuous Improvement (systems that evolve with the work)*

TECH STACK

Airtable | Asana | Jira/Confluence | Workfront | Miro | Figma | Google Workspace | Slack | Frame.io | Adobe CC | DAM systems | Unreal Engine | Unity AI / Automation: ChatGPT (briefing templates, decision logs, portfolio status synthesis)

EDUCATION

*UNIVERSITY OF KANSAS
B.A., Business Communications*