Samuel Duran Franada

Creative Operations & Design Program Leadership

I build the conditions where creative work *moves the business*.

samfranada.com | linkedin.com/in/samuelduranfranada | sdfranada@gmail.com | (206) 354-7343

Summary

Creative and Design Operations leader with 20+ years turning creative functions into scalable, measurable drivers of revenue and profitability. I design and align systems that make creative output accountable, repeatable, and tied directly to business performance, translating executive goals into structured execution across teams, workflows, and delivery.

My work has driven $100K+/month through CRO, supported $50M+ in acquisitions, and scaled globally distributed teams with significant gains in efficiency, capacity, and cost control. I build the infrastructure behind creative through resourcing, decision frameworks, and feedback loops, so performance is repeatable and sustained. I integrate AI into strategy and production as infrastructure, increasing throughput, reducing cost, and maintaining quality at scale. A trusted partner to leadership, I bring clarity to complex environments and build teams that sustain performance.

Professional Experience

Independent Creative Operations Consultant

Select Organizations | Apr 2026 - Present | Seattle, WA

Advising organizations on creative operations, digital strategy, and program development. Designing and directing agentic workflows with specialized AI assistants to expand research, accelerate interactive prototyping, and shorten the cycle from strategy to execution. Current work spans conversion-focused website strategy, search visibility (SEO/GEO), and creative resourcing, workflow design, and prioritization.

Director of Creative

WISE Digital Partners, Inc 5000 Growth Agency | Oct 2025 - Apr 2026 | Seattle, WA

Transformed the creative function into a scalable, systems-driven operation aligned to revenue, efficiency, and cross-functional delivery.

- Increased throughput and reduced variability through AI-driven systems with scorecards and checklists, achieving 95% successful design-to-development handoffs without additional feedback.
- Scaled design capacity to ~1,000 monthly billable hours through global resourcing and team restructuring, aligning output with revenue demand.
- Repositioned Creative as a performance-driven function aligned to revenue and profitability, contributing to 28% agency growth during tenure.

Design Manager

WISE Digital Partners, Inc 5000 Growth Agency | May 2025 – Oct 2025 | Seattle, WA

- Rebuilt the design organization into a global, hybrid model (offshore core + specialized contractors), improving scalability, flexibility, and cost efficiency.
- Increased delivery capacity 2.6x while reducing labor costs by 50% through global resourcing and team redesign, improving margin, and aligning output to revenue demand.

Founding Digital Design Director

Semiologie, Independent Digital Design Studio | Mar 2020 - April 2025 | Seattle, WA

- Built and led a globally distributed design team, implementing scalable workflows and one-on-one mentorship to maintain high-caliber output at a 70% cost reduction.
- Leveraged emerging generative AI tools to optimize production timelines, costs, and quality.
- Led creative production strategy for a SaaS platform through a $50M+ acquisition, managing stakeholder reviews, asset readiness, and brand cohesion.

Director of Web Product

Caring.com, Senior Care Services Platform | Oct 2019 - Mar 2020 | Seattle, WA

- Diagnosed critical gaps across the web product ecosystem — creative, UX, and data pipelines — restructuring the data infrastructure to establish accurate revenue attribution and enable scalable A/B testing for the first time.
- Aligned cross-functional resourcing across product, design, engineering, and analytics to the highest-impact revenue priorities, laying the operational foundation for iterative, data-informed optimization.

Manager of Digital Strategy & Content Production

Expertise.com, Platform for Local Service Providers (Acquired) | Mar 2018 - Oct 2019 | Seattle, WA

- Built and managed a globally distributed production team (US, India, Philippines) delivering high-volume content across 150+ product verticals, designing the operations and reporting infrastructure that drove measurable improvements in organic reach.

Director of Web Product

Reviews.com, Product Review Website (Acquired) | Mar 2015 - Jan 2018 | Seattle, WA

- Established a CRO program with structured experimentation and decision checkpoints, achieving $60K in early revenue gains within the first few months with a lean team of three.
- Scaled cross-functional team from three to six (engineers, designers, and analysts), delivering a 20% revenue increase (+ $100K/mo) through data-driven, iterative creative execution.
- Secured C-level approval for an 18-month creative-led growth roadmap, establishing creative experimentation as a recognized driver of revenue strategy.

Creative Producer

HigherEducation.com, Digital Marketing Company (Acquired) | Jun 2012 - Jan 2015 | Seattle, WA

- Led hands-on a visual journalism team of nine across creative, editorial, and analytics, scaling an infographic content strategy that drove market-leading organic reach and secured executive buy-in for new growth initiatives.

Creative Director

Cut.com, Private Equity-Backed Digital Media Startup (Acquired) | Oct 2011 - Jun 2012 | Seattle, WA

- Led a high-performing visual design team through rapid-turnaround content campaigns, producing viral infographics with placements in The New York Times, NPR, ABC News, and NBC Nightly News that drove measurable gains in Domain Authority and organic search positioning.

Independent Creative Producer & Designer

Various Organizations | Aug 2009 - Oct 2011 | Seattle, WA

- Embedded with a tech incubator to prototype and launch an early photo-blogging mobile app, working alongside engineers in a pre-Instagram landscape focused on user-generated content and social sharing.

Co-Founder & Creative Director

Stripes39, Early-stage boutique fashion startup | Jan 2005 - Aug 2009 | Seattle, WA

- Built a multi-brand creative operation from the ground up, managing end-to-end production across print and digital with external vendors and freelancers.
- Secured retail distribution through Urban Outfitters and brand partnerships with artists reaching 10M+ audiences, validating brand positioning and commercial viability.
- Contributed to two brand acquisitions, establishing an early foundation in creative infrastructure, vendor operations, and brand-to-market execution.