

# NATE AGUILA

Creative Director • Product Strategy • Fintech + Entertainment  
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## ABOUT

I'm an Executive Creative Director with over a decade of VP-level leadership in Fintech, User Engagement, and Entertainment Technology. I create business value through data-driven UX, high-retention gamification, and visual storytelling. I lead from the front and cultivate teams that passionately aspire for excellence.

Let's create cool stuff.



## SKILLS

### PRODUCT STRATEGY + UX

- Product Design + Lifecycle
- UX/UI
- Gamification + Retention
- Mobile-First Strategy

### LEADERSHIP + OPERATIONS

- Agile Team Leadership
- Workflow Optimization
- Stakeholder Management

### BRAND VISION + DIRECTION

- Strategic Brand Development
- Visual Standards + Art Style
- Multimedia + Content Strategy



## EXPERIENCE

### VP of CREATIVE Splinterlands

*Engagement Product Design*

*2018 to Present*

- **Scaled Userbase from Zero to 1.6M Monthly Engagements:** Directed the creative vision and product design that took the platform from zero users to an industry standard, reaching up to 350K accounts, achieving 1.6M monthly battles (play sessions), and attracting 3.8K monthly sign-ups with minimal paid marketing.
- **Executive Leadership of Agile Teams:** Built, trained, and led a multidisciplinary team of 40 professionals across Narrative, Design, Art, Animation, and Multimedia, fostering a culture of adaptive and passionate innovation.
- **UX Optimization for Fintech Adoption:** Spearheaded a UX strategy that simplified complex secure digital transaction operations, lowering entry barriers for non-technical users while serving the advanced needs of investors and digital business owners.
- **Brand & Retention Strategy:** Defined the visual identity and crafted a gamified experience to maximize retention and organic growth, establishing Splinterlands as one of the most recognizable brands in their space.

### VP / CREATIVE DIRECTOR Splash Factory LLC

*Enterprise Software Development + Creative Services*

*2015 to 2018*

Managed end-to-end design and development operations for high-profile clients, including the USPS, ensuring on-time delivery of diverse media and software solutions.

### SENIOR VICE PRESIDENT MemoryTag

*Consumer Tech, Marketing, + Retail Distribution*

*2012 - 2017*

Guided development, production and distribution operations, securing and coordinating major partnerships with global retailers including Walmart, 7-Eleven, and the UFC.