

# CARLIE BUSKE.

Experiential Producer & Creative Director  
9+ YEARS · CREATIVE · PRODUCTION · INNOVATION

A creative operator who builds the **experience** and the systems that run it. Nine years across experiential production, creative direction, and innovation. Currently an Associate Creative & Innovation Director leading creative and AI work for Google across Gemini, Search, Chrome, and Pixel.

## 01 EXPERIENCE

**Associate Creative & Innovation Director** 2024 — Present

Media Futures Group (Google) · WPP

- Lead big-idea creative ideation and production for Google brand and product launches, concept through delivery.
- Build custom AI systems that power creative operations, planning, and production.

**Associate Creative Director / Senior Art Director** 2022 — 2024

The Thomas Collective

- Led integrated campaigns across social, content, experiential, CTV, and commercial production.

**Senior Art Director** 2017 — 2022

Factory 360

- Produced award-winning experiential programs for Apple Pay, Salesforce, UNIQLO, and VRBO.
- Ran projects end-to-end; experience design, fabrication, production, staffing, and on-site ops.

**Independent Creative & Experiential Projects** 2020 — Present

Forma Curate · hospitality partnerships

- Produce hospitality events and build AI-enabled tools for planning, budgeting, and production.

## 02 CLIENTS | PARTNERS

Google / Pinterest / Apple Pay / Salesforce / LinkedIn / Square / UNIQLO / VRBO  
/ Cynthia Rowley / AZO / Moët & Chandon / Jean's

## 03 AWARDS

Effie / Digiday / Webby / Telly / Communicator / EX / PRO

## 04 CAPABILITIES

### CREATIVE

Creative Direction  
Concept Development  
Experience Design

### PRODUCTION

Event Production  
Vendor & Budget Mgmt  
Production Operations

### INNOVATION

AI Workflow Design  
Creative Operations  
Emerging Technology

### TOOLS

Adobe Creative Suite  
Figma · Canva  
SketchUp · CAD

## 05 EDUCATION

**University of Colorado Boulder** BA, Studio Art · Minor, Art History · Certificate, Technology & Media

2012 — 2016

carlie.wtf