

ANTHONYGRACEY-WRIGHT

Creative Director Narrative Systems Builder Principal Product Designer

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SUMMARY

Creative Director and product design lead focused on **clarity**, **ethical UX**, and **narrative systems**. I build brand platforms that earn trust by balancing creative expression with utility across web, SaaS, and cultural ecosystems. From Amazon to Ticketmaster to emerging IP, I lead design systems and storytelling tools that scale without compromising soul. Currently focused on modular brand AI, interactive storytelling, and the future of immersive tools.

EXPERIENCE

AGNC Studio

Founder / Creative Director

2018 — Present

Launched AGNC as a high-end studio focused on interactive brand systems, AI tooling, and narrative-driven IP. Designed and shipped modular branding engines (including an AI brand assistant and a gamified onboarding experience). Directed creative for Type Zero, a solar-punk anime universe built with narrative architecture, fandom UX, and cross-media scalability. Currently developing AGNC’s “Brand Dimensions” model: immersive brand stacks that combine visual identity, narrative logic, and no-code activation. Building the studio into a self-sustaining creative lab to fund original IP and experimental media.



FEVO

Sr. Product Designer (Brand Systems + UX Strategy)

Sep 2023 — May 2025

Led FEVO’s DTC track before transitioning into a strategic brand and UX leadership role. Rebuilt the brand system: modular visual direction, color logic, and motion language. Launched a scalable, tokenized design system adopted across product and marketing. Drove UI enhancements thru micro-interactions, improved accessibility and payment flows, and unified design across enterprise and consumer experiences. Mentored junior designers, proposed system-wide UX fixes, and initiated the FEVO Brand Master Hub as a cross-org source of truth.



Amazon Fashion

Sr. UX Designer (AR Team)

Jun 2022 — May 2023

Designed and launched AR-based VTO (Virtual Try-On) for shoes and eyewear. Implemented reusable AR pattern library and visuals across Amazon’s platforms to elevate visual standards and consistency. Prioritized opt-in engagement and minimized friction. Unified Snap campaigns with AR patterns, **increasing Gen-Z exposure by 5%**. Contributed to **over \$100M in revenue uplift** via immersive UX and digital product improvements.



Inlet TV

Lead Product Designer

May 2020 — Nov 2021

Designed web, mobile, and stream manager tools. Led brand design, decks, and UX for both product and marketing.



Ultimate Rap League

Lead Product Designer

Oct 2019 — May 2022

Designed fan voting, livestream experience. **Reached 100K+ installs** with app UX that **sparked 50M+ reactions**.



Vejo

Lead Designer

Dec 2017 — Oct 2018

Led pitch and brand design that **helped raise \$500M+** in capital. Built creative team structure and design process from scratch.



Ticketmaster

Sr. Product Designer

Mar 2015 — Nov 2017

Designed B2B platforms including seat maps and account tools used by **300+ major clients**. Spearheaded style guide rehaul and motion strategy for design org.



EXPERTISE

Design Systems • Product Strategy • Creative Direction • UX/UI Design • Brand Systems • Cross-Org Leadership • Rapid Prototyping • Web & Mobile • Mentorship

EDUCATION

Chicago State University

New Media, 2004 — 2006

TOOLS

Figma, Framer, AI Tools (GPT, VEO, Midjourney, Runway, ElevenLabs, etc) Framer, Lottie, Photoshop, Illustrator, After Effects, Blender, Spline, Trello, Visual Studio Code

REFERENCES

Available upon request

Former leads at Amazon, FEVO, Inlet and URLTV

Targeting: Senior Product Designer / Lead Designer (contract or full-time). Open to high-ownership environments with strong strategic needs.

NARRATIVE SYSTEMS + IP WORK

Currently building Type Zero, a long-term solar-punk franchise powered by AI-enhanced design systems, fandom UX, and modular storytelling tools. Also leading UX and interaction strategy for a stealth platform powering live entertainment, data-layered video, and fandom engagement across sports and media.