

ELLIE HARDY

Creative & Design Production Leader

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SUMMARY

Creative production leader with 15+ years building world-class studios and the teams that run them. Three-time studio builder at R/GA, Edelman, and Goodby Silverstein & Partners. Expert at hiring, mentoring, and scaling high-performing production teams — from 0 to 45 people — while managing P&L, new business, and cross-functional operations. Currently a Managing Producer in Apple's Product, Design & Marketing org, working across branding, identity, UX, motion, and emerging technology. Human-centered first: helping teams thoughtfully adopt and scale AI-assisted workflows without losing the craft.

CORE COMPETENCIES

Studio & Team Building

Built and led teams from 0 to 45 — agencies, tech, and in-house studios. Hire, mentor, manage performance. Low attrition through strong culture and clear vision.

Production Operations

End-to-end production across brand, digital, experiential, video, and motion. P&L ownership, resource forecasting, workflow design.

Creative Technology & AI

Founded agency's first innovation lab. Human-centered approach to AI — helping teams identify, pilot, and scale internal tools thoughtfully.

Cross-Functional Leadership

Embedded with Google, Apple, and major agency clients. Fluent across design, engineering, marketing, and executive stakeholders.

EXPERIENCE

Apple

Managing Producer — Product, Design & Marketing | 2020 – Present

- Lead production across branding, identity, user experience, motion flows, prototyping, and emerging technology within a 700+ person org
- Manage cross-functional team of designers, creative technologists, VFX artists, and motion designers spanning US and international offices
- Human-centered approach to AI adoption — helping teams identify, pilot, and scale internal tools without losing craft or quality
- Own hiring, professional development, performance management, and studio culture

R/GA San Francisco

VP, Executive Producer | 2017 – 2019

- Built content studio 0→1 — hired animators, editors, motion designers, and 22+ producers to support Google partnership
- Embedded half the team at Google to drive global product launches and marketing campaigns
- Served on senior leadership team for 100+ person office; owned P&L and resource forecasting
- Contributed to \$4M+ in new business wins in 2018

Edelman

EVP, Creative Production (promoted from SVP, 2016) | 2015 – 2017

- Built Western Region production from 2 producers to 10-person team across SF, Seattle, and LA
- Developed business plans and studio infrastructure for LA and Seattle expansion
- Generated millions in organic growth; supported Starbucks, HP, Adobe, PayPal, EA Sports

Goodby Silverstein & Partners

Associate Partner (promoted from Senior Producer → EP → Director) | 2007 – 2015

- Conceived and founded BETA Group — the agency's first creative technology innovation lab — scaling from 1 developer to full multidisciplinary team
- Promoted to Associate Partner, one of only 15 in the agency
- Won Cannes Lions, D&AD Pencils, Clio Awards across Ubisoft, Häagen-Dazs, Doritos, Adobe, and more
- Managed 20+ person production department; led award-winning work for Apple, Adobe, Comcast, Ubisoft

SELECT CLIENTS

Apple · Google · Adobe · Airbnb · Slack · Starbucks · HP · eBay · Ubisoft · MasterClass · NBA · Cisco · PayPal · EA Sports · Comcast

EDUCATION

University of Colorado Boulder

B.S., Journalism & Mass Communication