Amy Schwartz

Experience

2025 – Present

Director of Marketing, Hologram

Own Hologram's brand and marketing, with direct quota accountability for revenue contribution.

- Rebuilt positioning, naming architecture, and messaging from the ground up. Own the guidelines, design system, and copy rules, and approve how the brand shows up across the website, product, sales enablement, and campaigns.
- Redesigned hologram.io end to end, including writing all of the copy and creating every asset.
- Manage agency and contractor partners across video production, technical writing, SEO, and GTM engineering, including an onsite customer testimonial and a cellular IoT video course series.
- Sourced 83% of new business pipeline in FY26 ($30.7M through November) and built an AEO program that moved Hologram from fifth to first among six connectivity providers on AI answer mentions.

2023 – 2025

Founder & Managing Director, Sure Thing

Founded and led a design studio specializing in brand strategy, identity, and activation across diverse industries, running client acquisition, financial planning, and the creative process from concept to execution.

2022 – 2023

Director of Design, Hologram

Led the teams behind Hologram's brand, content, and product design. Managed brand designers, content designers, product designers, marketing specialists, and engineers across campaigns and product launches. Defined, developed, and maintained the Hologram brand identity across physical and digital touchpoints, from product UI to campaign creative. Owned the company narrative and its expression at every touchpoint, and shaped the product roadmap alongside product and engineering.

2020 – 2022

Director of Brand Design, Hologram

Built Hologram's brand function and identity system. Established the Hologram Brand Studio and scaled the team from 0 to 7 in one year. Developed the pitch deck that secured a $65M Series B round led by Tiger Global. Built a new brand strategy and identity system with accessibility as a core requirement, designed to scale across enterprise and developer audiences, and led the Integrated Marketing Team on demand generation and brand campaigns.

2017 – 2020

Partner & Creative Director, Bright Bright Great

Led designers, art directors, illustrators, and web developers creating brands, ad campaigns, digital products, and interactive experiences for clients from early stage startups to established enterprises, and managed agency engagements across brand, digital, and campaign work.

2015 – 2017

Design Director, Cards Against Humanity

Led design for a games brand built on a devoted fan community, from product and packaging to retail, live events, and earned media.

- Grew the design team from 1 to 5 creatives within a year at an indie startup, leading creative direction, product strategy, and design production across roughly a dozen game expansions and products.
- Wrote and managed the brand standards in direct partnership with the founders, defining how the brand scaled across collaborations, themes, and product lines while staying true to its voice.
- Designed booths and live experiences for major gaming and fan conventions (PAX, PAX East, C2E2, Gen Con) with a small team of designers, from experiences cohosted with Kickstarter to the brand's own Concert Against Humanity event and a food truck activation at PAX.
- Led the team that developed the brand's initial Target merchandising, covering packaging, shelf presentation, and overall brand approach, including a Target-specific retail pack.
- Partnered with communications and PR to conceive earned media campaigns with no marketing budget, including the Holiday Hole, the Give Cards Against Humanity $5 Sale, and Eight Sensible Gifts for Hanukkah. Each earned national press and social amplification.

Contact

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Education

Quantic School of Business and Technology
Executive MBA, 2025

Cranbrook Academy of Art
MFA in Design, 2014

DePaul University
BA in Art & Design, 2012
BS in Interactive Media, 2012
University Honors Program
Cum Laude

Awards & Recognition

PRINT Magazine's 15 Under 30
2017

AIGA Command X Competition
2015 Winner

AIGA Emerging Designer Award
2016 Winner

AIGA What's Next Grant
2014 Recipient

Fast Company Innovation by Design Awards
2017 Judge

Speaking Engagements

C2E2
PAX East
Brand New Conference
Denver Art Museum
How Design Live
Made by Few Conference
Jacksonville Museum of Contemporary Art
Cranbrook Academy of Art
School of the Art Institute Chicago
Champlain College
Oakland University
University of Central Oklahoma
Lawrence Technological University
INsight Design Conference
AIGA/NY