

SHONA NEARY

Senior Creative Director & Product Builder

Creative Consultant since 2016 · Founder of Countercult

NYC / Berlin / Global · Originally from New York City · German citizenship in progress (dual citizenship expected)

sho.neary@gmail.com · countercult.network/shona-neary-portfolio/

LinkedIn · Recruiter profile and career record

■ EXECUTIVE PROFILE & CORE COMPETENCIES



I lead brand and business strategy across creative culture, software infrastructure and physical experience. I connect company proposition and market position to product strategy, go-to-market, customer experience and production. My work spans venture-backed hard tech, global retail and cultural institutions. Through Countercult, I build artist-led, open-source cultural infrastructure; my spatial work includes AI-assisted workflows.

Brand & business strategy: Company proposition, positioning, go-to-market, cross-functional direction and cross-border market entry.

Product strategy & architecture: Software, data architecture, APIs, privacy and consent by design.

Spatial innovation: AI-assisted workflows with Blender and Rhino, experiential retail, wayfinding and environmental graphics.

■ RECENT LEADERSHIP & IMPACT



Countercult & Countercult Studios

Founder, Creative Director & Product Builder · November 2023 to present · Full-time since mid-2024

- Architected and launched an artist-led, open-source cultural infrastructure platform, including software product strategy and data systems.
- Designed privacy and consent boundaries for member records and public asset discovery.
- Set product direction across Network, Exchange, Studios and Fund; expanded the practice through Countercult Studios in 2026.

Rebel Tech Labs · Berlin

Creative and brand leadership with CMO responsibilities · Full-time · 2022 to 2024

- Spearheaded the full creative, brand and market-positioning remit across website, marketing, go-to-market, customer touchpoints, retail and production.
- Partnered directly with the CEO to develop investor materials and joined investor meetings.
- Used Blender and Rhino in AI-assisted spatial exploration for the Ku'damm store concept; developed the floor plan and led engineers and builders through the physical build within a constrained budget.

■ GLOBAL CREATIVE CONSULTANT



2016 to present · NYC, Dublin, Berlin & Madrid

Independent creative practice across brand strategy, product, digital experience, experiential retail and spatial design, continued alongside founder and full-time roles.

- **Tommy Hilfiger:** Retail experience design within a standardized system spanning 500+ U.S. touchpoints; production-ready mechanicals, documentation, supplier handoffs and 3D mockups.
- **MoMA:** Wayfinding, environmental graphics, retail product mechanicals, partner decks, and window and in-store installation support.
- **Ann Taylor / P.A.V.E.:** Digital-to-physical cashwrap experience developed with Ann Inc., Bernstein and FIT; featured at GlobalShop in Las Vegas, which later became the Retail Innovation Conference & Expo (RICE).
- **Sunday Natural:** Helped design and produce 2026 retail launches on Berlin's Ku'damm and in Hamburg.



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■ ADDITIONAL EXPERIENCE & TOOLKIT

Additional client and cultural work: Fendi (2022; project details confidential under NDA), Lidl, The New York Times DealBook and New York Fashion Week.

Agency collaborations: Social Chain (Berlin), MAVRIX (Dublin, virtual production) and LDJ Productions (New York).

Spatial & interface design: Blender, Rhino, SketchUp, Adobe Creative Cloud, Figma and AI-assisted spatial workflows.

Product & architecture: Software product development, data architecture, APIs, open-source systems, privacy and consent by design.

Languages: English (native), German (near-fluent) and Spanish (conversational).

■ SELECT TESTIMONIALS

"Along with her undeniable talent, Shona has been a joy to work with. I highly recommend Shona to join your organization."

Melissa Overton / Creative Director / **Museum of Modern Art Retail**

"Shona is honest, dependable, and incredibly hard-working. Beyond that, Shona is an impressive self motivator who is always up for any challenge thrown their way."

Derek Watson / Senior Manager Creative Services / **Tommy Hilfiger**

"Shona has showcased remarkable creativity, impactful initiatives, and a global mindset."

"While participating at The Break Fellowship for Women Entrepreneurs, Shona demonstrated to be a key member of the community, always up to contribute and help others with creative solutions and leadership focused on values."

[Cristina Pan García](#) / [Program Coordinator](#) / [The Break Fellowship](#) / 15 January 2024

■ EDUCATION & AVAILABILITY

BFA, Experience Design (2018) and AAS, Fine Arts (2016), Fashion Institute of Technology. Grace Berlin Accelerator (2025), The Break Fellowship, two Rural Hackers residencies in Spain (2025), and co-created Border Fanzine with Sende.

Available for fractional, embedded, fixed-term or project work as a Creative Director, Head of Creative or Creative Consultant. Remote preferred; available to travel when the client covers costs.

Sketchy Shona is my parallel artist practice in original art, curation and cultural projects.

