SHONA NEARY

MY SITE

LINKEDIN

Senior Creative Director & Strategist, Product Builder, and GTM Lead

Creative Consultant since 2016 · Founder and CTO of Countercult

Based between the U.S. and Europe · U.S. citizen · EU resident

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

PROFESSIONAL SUMMARY & CORE COMPETENCIES

I take complex ideas and turn them into finished products, spaces and digital systems. Across creative culture, technology, business and global markets, I connect positioning and product strategy to customer experience and production, drawing on client work in venture-backed technology, global retail and cultural institutions. Through Countercult, I build artist-led, open-source infrastructure; I moved from hands-on product UX/UI into its CTO role and used AI to build and engineer its front-end and back-end systems.

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

Product strategy & architecture: Product UX/UI, software, roadmap, technical architecture, data, privacy and consent by design.

AI-assisted systems engineering: Used AI to build and engineer Countercult's front-end and back-end systems; also for product prototyping and creative and spatial exploration.

SELECTED PROFESSIONAL EXPERIENCE

Countercult & Countercult Studios

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

- I lead product strategy and management from roadmap and architecture through UX/UI, open-source software, data, APIs and cross-functional engineering. I also own creative direction, identity, brand, marketing and go-to-market.
- Connected the public Network, protected member Exchange, paid Studios and a business-owned, brief-linked Fund as distinct parts of one artist-founded technology ecosystem.
- Developed the local economic-development model to connect cultural capacity with commissions, procurement, partnerships and local or visitor spending. Expanded the practice through Countercult Studios in 2026.

VC-backed startup · Berlin

Creative & brand leadership · CMO remit · 2022 to 2024

- Joined at inception with CMO remit from day one. Led product UX/UI and cross-functional engineering direction while owning brand, website, marketing, go-to-market, retail and production.
- Developed company positioning and investor presentations with the CEO; the work helped secure multi-million-euro venture funding, and I joined investor meetings.
- Translated the product and brand into a flagship retail experience: used AI-assisted exploration with Blender and Rhino, developed the floor plan, and led engineers, hardware technicians and builders through the physical build.

CONSULTING & SELECTED CLIENT WORK

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.

- **Fendi and Versace:** Store-concept renderings and direction for a mall and Miami flagship.
- **Tommy Hilfiger:** Led in-real-life touchpoints for each seasonal rollout; prepared CEO and board approval decks, then developed production mechanicals across 500+ U.S. touchpoints.
- **MoMA:** Worked across the MoMA Museum Store and SoHo Design Store in NYC, with design work for Japan; partner pitches, production and installation.
- **Ann Taylor / P.A.V.E.:** Creative Director across concept, mood boards and Blender design; I prototyped and worked with manufacturers. Won the bid; Ann Taylor used it at GlobalShop.

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ADDITIONAL EXPERIENCE & TOOLS

Additional client and cultural work: Lidl, The New York Times DealBook and New York Fashion Week.

Agency collaborations: Social Chain (Berlin; freelance Art Director, NDA-protected client work), MAVRIX (Dublin, virtual production) and LDJ Productions (New York).

Artist-led spatial practice: THE FLOOR is my artist-owned brand, concept and cultural programme in the property sector, bringing a Berlin residency, home, studio, project room, hospitality, curation and public programme together. For Whole Festival, I co-created the Beach Stage with lead creative director Eva Garland, carrying the work through design, production and installation; I painted approximately 40% of the stage.

Sunday Natural: Shaped in-person retail positioning through product-placement strategy, mood boards and display concepts, testing budget, materials, lighting and product hierarchy across two 2026 launches; helped deliver production and installation at KaDeWe and Hamburg Alsterhaus.

Spatial & interface tools: Blender, Rhino, SketchUp, Adobe Creative Cloud and Figma.

AI-assisted systems engineering and prototyping: Used AI to build and engineer Countercult's front-end and back-end systems, develop product prototypes and explore creative and spatial directions.

Product strategy & architecture: Product UX/UI, software architecture, data systems and APIs; led engineering direction, with 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. 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, Art Director, Creative Strategist, 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.

PORTFOLIO & SELECTED WORK

Explore selected work, detailed project records and case studies.

countercult.network/shona-neary-portfolio/