

# Ian Harris

## Creative Technology Leader

Senior creative leader and technologist with 15 years shaping the mobile advertising industry and the people who work in it. Vungle's first creative hire in 2011; led Liffoff's transformation from manual to AI-native creative production. Founder of Vungle Creative Labs, named inventor on a US patent for dynamic in-app ad creation, and originator of Ads for Social Good, a global public health & charity campaign viewed 87 million times across 50 countries.

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### CONTACT

**Phone:** +44 (0) 7538 540 123

**Address:** 6 Hall Place Gardens, St Albans, Herts, AL1 3SP

**Email:** [ian.stephen.harris@gmail.com](mailto:ian.stephen.harris@gmail.com)

**Online:** [isharris.com](http://isharris.com)

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### EXPERIENCE

#### Senior Director, Creative GenAI Platform | Aug 2025 - Present

Liffoff

- Platform strategy and product development for generative AI tools and assets across Liffoff's advertiser base
- Mandate spans Creative Strategy, Product, Engineering, and GenAI Research
- Building the systems and organisation behind AI-native ad production at scale, including HTML end card generation, AI-powered video production, and banner automation

#### Senior Director, UX & Formats Design | Jan 2025 - Jul 2025

Liffoff

- Led cross-functional team spanning UX, design systems, and ad innovation
- Directed ad format strategy and experimentation, accountable for gross revenue impact
- Built and operationalised design systems, self-serve tooling, and template frameworks

#### Chief of Staff, Creative & Brand | Feb 2023 - May 2025

Liffoff

- Strategic partner to the SVP of Creative & Brand across departmental priorities and organisational change
- Drove creative operations restructuring, planning cycles, and cross-functional alignment
- Shaped the department's early response to generative AI, bridging capability gaps with existing workflows

#### Director, Operations & Insights | Oct 2021 - Jan 2023

Liffoff (formerly Vungle)

- Led the analytical and operational backbone of Liffoff Creative Studio
- Provided data-driven recommendations shaping performance, resourcing, and quarterly priorities
- Oversaw cross-functional planning during significant organisational change following the Liffoff-Vungle merger

## EXPERIENCE

### Head, Creative Operations | Mar 2019 - Sep 2021

Vungle

- Led Vungle Creative Labs following its rebrand in line with the wider Vungle brand refresh, taking operational ownership of the studio at a new chapter in its development
- In 2020, launched Ads for Social Good - supported charities and responded to WHO's global call, producing multi-format ads viewed 87 million times across 50+ countries in 22 languages
- *Winner, Most Effective Messaging Campaign - Effective Mobile Marketing Awards 2020*

### Head, Creative Automation | Aug 2017 - Mar 2019

Vungle

- Built the data and technology layer supporting Vungle's creative production process
- Marked the transition from hands-on creative work to platform and systems thinking
- *Named inventor, US Patent No. 10846735 - Dynamic in-app ad creation*

### Team Lead, Creative Innovation | Apr 2015 - Jul 2017

Vungle

- Co-founded Vungle Creative Labs and led Creative Innovation, developing and testing interactive and playable ad experiences globally
- Delivered some of the highest-performing creatives across mobile video advertising
- *Digiday Video Awards finalist, Best Video Ad - Trivia Crack for Vungle Creative Labs, 2015*

### Creative Optimisation Lead | Jun 2014 - Apr 2015

Vungle

- Used three years of hands-on creative experience and performance data to guide the Creative Labs team
- First role thinking about creative as a system rather than a series of individual outputs

### Digital Creative Designer | Jun 2011 - May 2014

Vungle

- Vungle's first creative hire. Built the creative production process from the ground up
- Produced brand app trailers, game trailers, interactive multimedia, and innovation formats
- Worked with Product and Engineering to grow Vungle's ad format portfolio for a global user base
- *Relocated to San Francisco to work on interaction design within the Product team (Jun - Sep 2013)*

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## EXPERTISE

### Strategy & Leadership

Generative AI platform strategy, creative technology leadership, cross-functional org design, executive stakeholder management, product strategy

### Creative & Production

Operational cadence design, cross-functional programme management, executive communications, team transformation, organisational change

### Technology

Generative AI tools and workflows, AI adoption strategy, platform thinking, data-informed decision making

### Sectors

High-growth technology companies, start-up to scale-up environments, AI transformation, social impact

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## AWARDS & CREDENTIALS

**US Patent No. 10846735** | Systems and methods for dynamic in-app ad creation - Vungle, Inc. | Granted  
**Most Effective Messaging Campaign** | Effective Mobile Marketing Awards - Ads for Social Good | 2020  
**WHO Global Artwork Library** | Ads for Social Good campaign added to the WHO's global archive | 2020  
**Digiday Video Awards, Finalist** | Best Video Ad - Trivia Crack, Vungle Creative Labs | 2015

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## EDUCATION

**BA Film Studies, 2:1** | University of Portsmouth | 2011