

Pioneering Social Media Creative Director Joins Millions of Us, Inc.

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San Francisco, CA (PRWEB) August 15, 2007 -- Millions of Us, Inc., an agency specializing in virtual worlds, has hired Gregory Kennedy as Creative Director. Kennedy will work alongside Chief Creative Officer Douglas Gayeton to integrate real-world brands into multiple virtual world and social media communities.

Kennedy brings over a decade of multidisciplinary design and creative experience to the Millions of Us production team. Kennedy has held advertising, design or account leadership roles for clients and employers including Cyworld (a division of South Korea's SK Telecom), Estee Lauder, Tiffany & Co., Kodak, Hyundai, IBM, Motorola, Progressive Insurance and The Walt Disney Company.

In his most recent role as Creative Director at Cyworld USA - the US division of the dominant social networking platform in South Korea - Kennedy led a team of five people responsible for user interface design, branding, and marketing/advertising. Key accomplishments at Cyworld USA included the localization of the Cyworld brand identity, including a website redesign, a logo launch campaign, and the creation of a brand style guide. Kennedy also established a comprehensive cross-departmental design process that addressed the different needs of both marketing and product development.

Kennedy was previously Senior Art Director at Carat Fusion, where he led all creative efforts on the Kodak global digital account and the "Pirates of the Caribbean" MySpace page, which attracted over 250,000 friends in its first 30 days.

"I've been fortunate enough to work with Gregory in the past and it's unsurprising that his career trajectory has been so impressive," said Reuben Steiger, CEO, Millions of Us. "His experience at Cyworld, aesthetic sense and technical prowess will inject a unique creativity into our production process."

About Millions of Us, Inc. (<http://www.millionsofus.com>)

Millions of Us, Inc., is an agency specializing in virtual worlds and virtual goods. Founded in 2006 and based in San Francisco, the agency's clients include 20th Century Fox, Warner Bros., Toyota, Microsoft, Intel and Coca-Cola.

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