



Apple Job Site for Apple Recruiting

“Apple’s designers have long had an influence in the company which is barely imaginable to most designers elsewhere.” –Ian Parker, The New Yorker

Creative Director

Apple’s highly-regarded marketing communications team, known internally as Marcom, markets Apple’s products and services to the world and tells the company’s brand story. Marcom and Apple’s industrial design studio are the most influential groups in the company. The Recruiting Marketing team works closely with Marcom to brand Apple as an employer and tell its brand story, and is focused on communicating what Apple is like to work for, who Apple wants to employ, what the Apple culture is like, and what Apple values.

The world’s largest and most successful company was built on design; more specifically, modern, clean, simple design with a personality. Design elevates Apple brand as surely as yeast makes bread rise. If Apple designers don’t bring their A game, they don’t survive.

As Creative Director for the Apple Job Site, I lead everything from concept and copy to design and development. In keeping with Apple’s clean, uncluttered lines and playful visual style, I designed the Apple Job Site to be intuitive, uplifting and simple. A copywriter and I teamed to create clean and concise content. I directed the photo shoots and selected the Apple employee models, and worked closely with the tech team to ensure the design and interactions were seamless and harmonious. The finished site expresses the easy, intuitive Apple look and feel. It has also inspired millions of jobseekers to apply for Apple jobs quickly and easily.

Apple At Home Advisor (AHA) Campaign for Apple HR Marketing

“Renée is often the voice of reason when we are faced with projects that are abstract and ambiguous. She is great at conceptualizing ideas and leading others to see her vision.” –Tina Yuen, Senior Designer, Apple

Art Director/Designer

Apple HR Marketing is a newly-combined team composed of Apple Recruiting Marketing and various internal communications groups, and led by a Marcom creative director. Apple HR Marketing’s work is regularly reviewed by Apple’s Executive Creative Director or VP of Marketing Phil Schiller, and sometimes even by Chief Design Officer Jony Ive, whom Steve Jobs considered his “spiritual partner” at Apple. Referring to the Job Site and the AHA campaign, Phil Schiller recently commended HR Marketing for its “great work,” gratifying recognition from the head of an organization that hires only the world’s top designers, art directors and creative directors.

AppleCare hires thousands of At Home Advisors (AHAs) each year to support Apple device users around the world. Given the amazing popularity of Apple devices, the need to attract and hire well-qualified people who can handle Apple’s demanding home-based support roles has exploded. AHAs aren’t like other work-at-home jobs, and there are many misconceptions about what it means to work from home, especially in Asia and Europe. AppleCare’s previous text-only recruitment ads and mostly-textual website weren’t drawing the desired quantity or quality of AHA candidates. So I was asked create an AHA recruitment campaign that would clearly convey

CLIENT: Apple Creative Director
PROJECT: CV and portfolio website
COPYWRITER: Mark Marinovich



The content in this document is presented as drafted in its original form.

Apple's AHA messages in words and images, and grow our pool of well-qualified AHA candidates.

I worked with a copywriter to come up with concepts for a global print, digital, and video advertising campaign that would embody the values and spirit that we seek in our AHAs – passion, love, connection, sharing – and then teamed with a project manager to develop the creative brief. I led art direction for new websites (including “Pro” and “College” versions) and worked closely with internal clients including our technology team on the information architecture. I also provided art director for a new event Keynote and a new video. Phil Schiller, Apple's VP of Marketing, blessed the ads and the campaign resulted in 500% increase in banner ad click thru rate and substantially increased the qualified applicant pool.

Apple Recruiting Campaign for Apple Retail Marketing

“Renee is a multitasked, experienced, and especially creative communications expert. She holds an innate ability to convey simple, complex, emotive messages with a razor-sharp blend of visuals and copy.” –Aleks Krajcer, Senior Communication Manager, Apple

Creative Director

So what it's like to work at Apple? Ask 100,000 global employees and you might get a few different answers. For a new Recruiting Campaign, I was asked to guide a reinvention and rebranding effort to help Apple attract the best talent across all levels. But first I had to uncover what Apple values in its employees and what makes Apple's most successful employees so good at what they do. Based on my research, we created a strategy included rethinking the messaging and design for all recruiting materials including print and interactive. The Recruiting Campaign involved many stakeholders, including Apple's Marcom group and head of PR, plus an endless parade of logistical challenges. My team included photographers, writers, internal and external designers, and outside design agencies. We worked with on our external event presence, crafted the overall messaging, rebranded Apple's worldwide Recruiting look, and re-imagined the distribution of the materials. Our campaign also included a Keynote that will be used by hundreds of recruiters at hundreds of recruiting events around the world, an iBook, a new event booth design, posters, ads, emails, badges, and a give-away that was a hand-letterpressed, embossed, double-thick business card with a simple but impactful message. Thinking “outside the booth,” we even reinvented our trade show booth packaging to make it lighter and easier for recruiters to carry. Despite significant time and resource constraints, we delivered an events package that everyone, including Apple's VP of HR, was excited about and proud of.