

# Javier E. Otero

Bilingual strategic communications leader and creative technologist with over 20 years of experience advancing mission-driven organizations through innovative storytelling, digital transformation, and brand strategy. Adept at shaping institutional narratives that resonate across platforms by mobilizing audiences, elevating visibility, and driving fundraising outcomes. Fuses design thinking, narrative craft, and systems expertise to lead multichannel campaigns, reimagine public engagement, and build cultural relevance at scale.

## Education

2021

Goldman Sachs 10K  
Small Businesses

Certificate of Entrepreneurship

2002 – 2006

Ringling College of  
Art and Design

Bachelor of Fine Arts, Illustration

## Recognition

2022 – 2024

Anthem Awards

3x Winner for work with Braven,  
Clara Lionel Foundation, and  
Pat Tillman Foundation

2022

Webby Awards

Honoree for work with Braven

2013

Apple Design Award

World Wildlife Fund  
(WWF Together iPad)

## Skills

Rare blend of creative, technical,  
and strategic expertise from  
vision to execution. Fluent in  
Spanish & English.

Leadership / Strategy

Business / Operations

Branding / Marketing

Design / Innovation

Product Development

Tech / Invention

## Work Experience

Futurehaus

Chief Executive Officer and Founder

2010 – Present

Award-winning creative studio shaping digital and physical experiences for mission-driven organizations.

- Lead brand, content, and digital strategy across platforms that helped clients raise \$23M+ in 2024 through aligned storytelling and public engagement.
- Deliver accessible, human-centered experiences from websites and apps to signage, print, and digital interactives.
- Support fundraising, audience growth, and institutional visibility through strategy, design systems, and campaign execution.

Drawn

Director, Product Development

2017 - 2018

Design and innovation agency supporting clients in healthcare, education, government, and social impact.

- Established and led the agency's first Product Development practice, defining delivery standards across civic, startup, and nonprofit clients.
- Directed product strategy, development, and technical architecture for multi-million dollar initiatives.
- Partnered with firms like Accenture, McKinsey, and BCG on digital transformation and innovation.
- Contributed to \$6M+ in new revenue through strategic growth.

## Additional Experience

2005 – 2017

Creative and technical roles with agencies, startups, and entertainment brands across industries.

- Agencies – AKQA, Eight Bit Studios, Designkitchen, and Sparkart.
- Clients – Delta Airlines, Allstate, Motorola, Burger King, Sears, Life Fitness, Oprah Winfrey's O Ambassadors, Bonnaroo, and global artists including Evanescence, Jay Z, Linkin Park, 50 Cent, The Killers, and Faith Hill.
- Roles – UX design, motion, software development, and creative technology building web and mobile experiences during the rise of interactive media.

## Affiliations

International Academy of Digital Arts & Sciences

Executive Member & Juror

2024 – Present

Chicago Artists Coalition

Board Member

2024 – Present

Goldman Sachs 10,000 Small Businesses

Alumni Ambassador

2021 – Present

Newcity Magazine

Contributing Writer

2020 – Present