ALEX NORLING

CREATIVE DIRECTOR LOS ANGELES

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Hi, I'm Alex Norling, a Creative Director in Los Angeles who lives for great work, good times and my MacBook Pro.

I started in New York at Mother and Anomaly before joining Highfield as its first creative, helping lead the agency to become one of Adweek's Fastest Growing shortly after.

Most recently I was the Global CD at Rivalry, where I built and scaled the creative department from the ground up and helped shape the most culturally relevant brand in esports betting, earning recognition as one of Business Insider's Rising Stars of Brand Marketing.

EXPERIENCE

2026-NOW — NORLINGLABS LLC — FREELANCE CREATIVE DIRECTOR

A24, Mother, Rosewood, YoungHero, Blue Hour Studios, YEARoooı (Miike Snow × Coachella, Viagra Boys × Adidas), Starjunk 95, Movement Strategy, Daydream

2021-2026 — RIVALRY.COM — GLOBAL CREATIVE DIRECTOR — PREV. CREATIVE DIRECTOR

Led all creative, social and product launch work across NA, LATAM, SEA and AUS. Scaled the in-house creative, social and production team from 0 to 22 across 7 countries. Oversaw the full company rebrand. Promoted to core company leadership alongside the CEO and COO.

2020-2021 — NORLINGLABS LLC — FREELANCE CREATIVE DIRECTOR

Riot Games, Amazon Gaming, TikTok, Coca-Cola, Xfinity, Looney Tunes & Scooby Doo, Vayner Media, Deutsch NY, Movement Strategy, Mindbloom, Night Agency, Caveat, Elephant, YoungHero, StudioNow, DayDream Studios

2016-2020 — HIGHFIELD — ASSOCIATE CREATIVE DIRECTOR — PREV. SENIOR CREATIVE

Joined as the first creative and helped grow the agency into one of Adweek's Fastest Growing. Clients: E! Entertainment, GANT, Red Bull Music Academy, Adidas, Kanye West (ask me about this one and I'll tell you all about it) and a whole lot of NDA new biz

2016 — ANOMALY — ART DIRECTOR

Captain Morgan, Coca-Cola & Johnnie Walker

2014-2015 — MOTHER NYC — CREATIVE

Stella Artois, Google, Target & Shock Top

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