

BRIAN LANIER CREATIVE LEADER

brianlanier.me | brinskee@gmail.com | (415) 321-0627 | Portland Metro Area

Brian is a creative leader focusing on developing brands, people, and campaigns. Over a seasoned 25 year career he has led teams at agencies, in-house, global organizations, tiny startups, and everything in between. His goal is to make great, human-centered work with great people, moving businesses forward.

ILLUMIO, INC. HEAD OF BRAND AND CREATIVE

AUG 2019 - MAY 2021 **SUNNYVALE, CA**

Built a team, updated the brand, and delivered an integrated ad campaign within three months of arrival. Sourced and managed agencies, marketing budget, and creative team in developing demand gen campaigns and product marketing support. Led the vision for ongoing brand strategy and development.

FACEBOOK, INC. CREATIVE LEAD

JUN 2018 - JUL 2019 **MENLO PARK, CA**

Developed over 15 visual identity systems in support of internal summits as the Ads & Business Platform internal creative agency leader. Responsible for leading a team of creatives on incredibly tight work timelines and exceptional level of excellence. Also produced motion/video content, executive presentations & more.

CISCO SYSTEMS, INC. CREATIVE DIRECTOR

AUG 2016 - JUN 2018 **SAN FRANCISCO, CA**

Led 90%+ year/year growth for Cisco Cloud Security product line. Led the creative team in production of brand marketing, demand gen, and product marketing projects for video, motion graphic, digital, print, and presentation deliverables. Developed internal creative process and lead the brand strategy creative efforts.

BILL.COM CREATIVE DIRECTOR

JUN 2014 - MAR 2016 **PALO ALTO, CA**

Generated 65% lift in good opportunity conversion through creative strategy and website redesign efforts. Completed a companywide rebrand effort. Led the design team through continuous brand development, template production, customer videos, landing pages, print collateral, emails, and more.

LEAP MOTION ASSOCIATE CREATIVE DIRECTOR

JUN 2013 - JUN 2014 **SAN FRANCISCO, CA**

Drove over 300,000 unit sales through website and marketing design support efforts. Led a team in the development of a brand refresh, leading to a new visual system and guidelines. Produced a collection of customer videos to successfully drive holiday sales.

RINGCENTRAL, INC. ASSOCIATE CREATIVE DIRECTOR

AUG 2012 - JUN 2013 **SAN MATEO, CA**

Led 100% year/year growth in new customers as part of a holistic brand refresh. Led the team to develop an updated homepage with a visual system that defined the brand update effort. Led creative strategy across the digital display ad program. Developed customer and support videos and standards.

EDUCATION ASSOCIATE OF ARTS, HONORS PROGRAM, ANIMATION & DESIGN, VALENCIA COLLEGE, 1994