



BRIAN LANIER

SENIOR CREATIVE

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BRIANLANIER.ME

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HISTORY

SUCCESS WITH RESPECTED ORGS:



META (2X)



CISCO



VISA



AUTODESK

EDUCATION:

AA DEGREE, 1991
VALENCIA COLLEGE

AT A GLANCE

EXPERIENCE:



COMPANIES IPO'd:



SOFT SKILLS

- COMMUNICATION
- COLLABORATION
- PROBLEM SOLVING
- FEEDBACK
- EMPATHY
- CONFIDENCE
- HUMILITY
- DISCIPLINE

HARD SKILLS

- DESIGN
- PHOTOGRAPHY
- VIDEO
- MOTION
- PRESENTATION
- EXPERIENTIAL
- EVENT
- ILLUSTRATION
- ICONOGRAPHY
- CREATIVE DIRECTION
- ART DIRECTION
- PROJECT MANAGEMENT
- AI PROMPTING

META

CREATIVE DIRECTOR, PRIVACY

2021 – 2023

Supported an internal agency to deliver over 80 visuals for use across privacy products, engaging a combined audience of over **3 billion people**. Drove privacy brand forward and delivered frameworks to mitigate risk, increase engagement, and decrease operational costs.

ILLUMIO

HEAD OF BRAND AND CREATIVE

2019 – 2021

Assembled internal agency, updated the brand, and delivered a breakthrough, integrated ad campaign within three months of arrival. Launched multiple demand-gen and product marketing campaigns to drive business to **60%+ Y/Y growth**. Owned brand strategy.

FACEBOOK

CREATIVE LEAD, STUDIO X

2018 - 2019

Supported an internal agency of 12+ people in the delivery of **15+ event experiences** as exclusive creative partner to the Ads Platform. End-to-end delivery included event branding and production, executive content support and strategy, presentation design, video, and more.

CISCO

CREATIVE DIRECTOR, CLOUD SECURITY

2016 - 2018

Supported internal agency as exclusive creative partner to the Cloud Security product line, driving to **90%+ Y/Y growth**. Partnerships included brand, demand gen, and product marketing campaigns through video, motion, digital, print, and presentation deliverables.

BILL.COM

CREATIVE DIRECTOR

2014 - 2016

Drove brand redesign with internal executive sponsors and external partners that led to rapid growth and **successful IPO**. Supported internal creative agency with campaign efforts that generated **65% lift in conversions**, including email, digital, print, video and event activations.

LIQUID AGENCY

LEAD DESIGNER

2014 - 2014

Contracted as lead designer in several successful pitch decks to win new agency contracts, including NASDAQ, Motorola, Samsung, and more. Developed conceptual work and pre-vis motion solutions for several campaigns, including the worldwide Moto 360 smartwatch launch.

LEAP MOTION

ASSOCIATE CREATIVE DIRECTOR

2013 - 2014

Drove website and marketing creative efforts, leading to pre-launch sales of **300k+ units** in partnership with internal stakeholders and external agency partners. Managed creative process in the launch of promotional videos driving to holiday sales of 80k+ units.

RINGCENTRAL

ASSOCIATE CREATIVE DIRECTOR

2012 - 2013

Supported a team of 15 worldwide in brand redesign and marketing efforts, partnering with executive and product marketing stakeholders, resulting in **100%+ Y/Y growth** and leading to successful IPO. Omnichannel campaign included display, OOH, print, digital, video and more.



ADDITIONAL CAREER HISTORY AVAILABLE AT: [LINKEDIN.COM/IN/BRINSKEE/](https://www.linkedin.com/in/brinskee/)