



# Chris Pizzo

Creative Director, Dad, 90's Pop-Culture Enthusiast

## Experience

### Creative Director, Expel

2023 to Present

- Established Creative Operations at Expel, while streamlining the creative project management process to improve communication and overall project outcomes.
- Led a small team of Visual and Motion Graphics Designers through a brand refresh, while establishing a new Visual Design System that would allow for more scalable and sustainable brand.
- Provided people-focused creative leadership, ensuring my team of designers have a safe environment to challenge each other and produce their best work.

### Senior Creative Director, Doma

2021 to 2022

- Led creation and implementation of the Doma brand, unifying three companies (States Title, NATC, NATIC) under a single brand identity.
- Established corporate brand identity, standards and guidelines focused on maintaining the integrity across all internal and external channels.
- Managed, mentored and inspired a team of creative problem solvers, providing leadership, inspiration, guidance, support and direction.

**Highlight:** Built creative operations from the ground up; through continuous process improvements the creative team was able to complete over 600 net-new creative requests per quarter, while simultaneously continuing to rebrand legacy assets.

### Head of Brand Design, SAP Concur

2018 to 2021

- Led an in-house design team in defining and implementing our creative vision while providing project management and hands-on design support for B2B, B2C and SMB campaigns.
- Developed and managed visual design systems to support the scaling of a small design team tasked with supporting a growing brand across global markets.
- Managed globalization of Triplt visual brand including localization and translation of marketing website and relevant brand assets.

**Highlight:** Led an in-house team of designers through a multi-year visual brand redesign, from business case development through executive leadership management, planning, development, execution and optimization. This resulted in a 10% increase in our overall session visits as well as new user sign ups.

### Additional Design & Marketing Experience

- Senior Design Manager (SAP Concur) 2015 to 2018
- Owner, Creative Director (Chris Pizzo Design) 2008 to 2018
- Lead Graphic Designer (Davis & Associates) 2010 to 2011

## Contact

☎ (916) 821-8511  
🌐 [chrispizzodesign.com](http://chrispizzodesign.com)  
✉ [chrispizzodesign@gmail.com](mailto:chrispizzodesign@gmail.com)

## Leadership Skills

Creative Leadership  
Creative Ops Development  
Visual Design Systems  
Team Culture Building  
Strategic Brand Planning  
Branding & Identity Management  
Digital Marketing  
Project Management  
Public Speaking

## Design Skills

Web / Digital Design  
Print Design  
Motion Design  
Video Editing  
Audio / Podcast Editing  
Adobe Creative Suite  
HTML / CSS  
WordPress  
Sketch  
Figma

## Education

### Bachelor of Science Degree

Business Administration  
Marketing Concentration  
CSU, Sacramento

## Awards

### Marketing Excellence Award

Triplt.com Website Redesign  
SAP Concur (2019)