



Chris Pizzo

Creative Director with a passion for transforming brands and building high-performing teams.

Summary

With a 17 year track record of evolving visual identities, streamlining creative processes, and fostering collaborative cultures, I drive scalable design solutions that align with business goals. Known for my hands-on leadership style, I empower teams to innovate and deliver high-quality results, even within lean environments. Skilled in cross-functional collaboration and data-driven decision-making, I create brands that resonate and scale globally.

Experience

Creative Director, Expel

2023 to Present

- **Established and Scaled Creative Operations:** Optimized project management processes with a lean team, enhancing communication, reducing turnaround times, and improving outcomes.
- **Led Strategic Brand Refresh:** Directed a comprehensive refresh with a scalable visual system, strengthening brand consistency and positioning Expel as a trusted cybersecurity partner.
- **Enhanced Efficiency Through Streamlined Processes:** Introduced efficient feedback loops and workshops, reducing review cycles and ensuring alignment across all projects.

Senior Creative Director, Doma

2021 to 2022

- **Unified Brand Identity:** Led the creation and implementation of Doma's brand, consolidating three companies (States Title, NATC, NATIC) under a cohesive identity with consistent standards across all channels.
- **Built Creative Operations:** Established streamlined processes, enabling the team to handle 600+ new creative requests per quarter while rebranding legacy assets.
- **Cultivated Team Culture:** Managed and mentored a team of six designers and a project manager, fostering a culture of innovation, guidance, and continuous growth.

Head of Brand Design, SAP Concur

2015 to 2021

- **Evolved & Modernized Triplt Brand:** Led a strategic rebranding that shifted Triplt's visual identity to a user-centric, benefit-focused approach, creating a scalable brand system adaptable to global markets.
- **Implemented Visual Design System for Global Growth:** Developed a cohesive design system that enabled a small team to maintain brand consistency as Triplt expanded internationally.
- **Led Globalization & Localization of Visual Brand:** Directed the adaptation of Triplt's brand assets for diverse regions, enhancing local engagement through effective localization and translation.

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

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Leadership Skills

Creative Leadership
Creative Operations Development
Visual Design Systems
Team Culture Building
Strategic Brand Planning
Branding & Identity Management
Cross-Functional Collaboration
Stakeholder Management
Change Management
Mentorship and Talent Development
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)