

Chris Pizzo



Creative Leader | Driving Clarity, Consistency & Impact for Brands and Creative Teams

Portfolio: ChrisPizzoDesign.com | **Email:** chrispizzodesign@gmail.com | **Phone:** (916) 821-8511

Professional Summary

Creative leader with 18+ years building brands and the teams behind them. I don't just deliver campaigns. I build the systems and mentorship structures that let creative teams scale without burning out. I've led global brand refreshes, directed creative for major company events, and mentored designers into future leaders, all while setting a high craft bar. My focus: brand clarity and creative that connects authentically, at any scale.

Professional Experience

Director, Brand Creative

Dec 2025 – Present

ZenBusiness | Austin, Texas (Remote)

B2C SaaS platform helping entrepreneurs start, run, and grow their own businesses.

- Led **creative direction and agency management** for the go-to-market campaign for company's flagship AI product; spanning across video, paid digital, landing pages, social, and influencer content.
- Directed a full homepage redesign and dedicated flagship product landing page, **evolving the brand's visual identity and messaging** across the company's highest-traffic digital properties.
- Built the foundation for brand governance and creative standards: **establishing the systems and structure** a growing brand function needs to scale.

Creative Director

Jan 2023 – Jun 2025

Expel | Herndon, Virginia (Remote)

Cybersecurity company offering managed detection and response (MDR) across cloud, on-prem, and SaaS.

- Led company-wide **brand refresh**, aligning product, marketing, and sales around a unified identity that strengthened enterprise credibility.
- Built **creative operations** and a **scalable visual design system** that enabled a small US-based team to deliver high-impact creative across US and UK teams.
- Directed **brand enablement** efforts, launching templates and decks praised as a "game-changer" by Sales and CS for improving customer credibility.
- Oversaw **brand activation** across all major events, including our flagship RSA Conference, unifying messaging, motion design, swag, and environmental creative in partnership with the Events team.

Senior Creative Director

Mar 2021 – Dec 2022

Doma | San Francisco, California

Fast-growing, technology-driven real estate startup and legacy title company navigating post-merger integration and preparing for IPO.

- Unified three acquired brands into a single **identity and design system**, navigating cultural tensions and aligning legacy and startup teams across GTM functions.

- Built **creative operations** from scratch, enabling a lean team to deliver 600+ assets per quarter while maintaining quality and avoiding burnout.
- Led **IPO-readiness** efforts, developing investor decks, press materials, and internal brand systems aligned to executive strategy.
- Scaled the team from 2 to 7 and built a **mentorship model** that developed senior leaders and ensured junior designers had ongoing support.

Head of Brand Design

Jun 2015 – Mar 2021

SAP Concur | San Francisco, California

Consumer travel app helping travelers organize and manage trip itineraries.

- Repositioned Triplt's outdated brand identity to serve both consumer and enterprise audiences: **led a full rebrand** across visual identity, messaging, and product touchpoints.
- Directed **redesign of Triplt's marketing website**, improving accessibility, mobile responsiveness, and content strategy: resulting in a 10% lift in sign ups post-launch.
- Directed a data story on traveler happiness that **earned national media coverage**, including Good Morning America.
- Built Triplt's **global design system** and **scalable illustration library**, enabling localized, on-brand experiences and increasing design velocity across teams.

Skills

- **Creative Leadership:** Brand Strategy & Development, Creative Direction, Team Leadership, Project Management, Mentorship, Creative Operations
- **Design & AI Tools:** Figma, Adobe Creative Suite, Generative AI, Motion/Video Design, Design Thinking, Prototyping, Digital Accessibility
- **Marketing & Communication:** Strategic Storytelling, Presentation Skills, Digital Marketing Strategy, Cross-Functional Collaboration, Executive Communication
- **Digital & User Experience:** UX/UI Design, Multicultural Literacy, Business Strategy Alignment, Stakeholder Engagement
- **People & Culture:** Team Building, Recruitment, Team Development, Delegated Leadership, Culture Building

Publications

Author of articles on creative leadership offering practical frameworks for leading teams and delivering impactful brand experiences.

- **People → Process → Product: Leaders as Mechanics, Not Race Car Drivers:** Explores how focusing on people and process first can lead to better output, reduce burnout.
- **Why Facilitation Is the Creative Leadership Skill That Matters More Than Ever:** Reframes creative leadership as facilitation, not control, building trust and avoiding burnout amid constant change.
- **Tend to Your CROPs: Why Creative Ops is a Leadership Mindset:** Defines Creative Ops as a leadership mindset for scalability and engagement.

Certifications & Awards

- **IDEO U Certifications** - Foundations in Design Thinking, Change Leadership, Cultivating Creative Collaboration, Storytelling for Influence, Leading for Creativity
- **Deloitte** - Six Signature Traits of Inclusive Leadership
- **2019 Marketing Excellence Award** – SAP Concur (Triplt.com Website Redesign)

Education

- **B.S., Business Administration (Marketing)** - California State University, Sacramento