





Samuel Briggs

Art Director


Art director with 11+ years of experience leading advertising and digital media creative teams. Expert at aligning brand identity with fresh campaign visuals across social, digital, and broadcast platforms. Proven track record of directing 40+ campaigns that increased click-through by 50%, building and mentoring 5-person design teams, and growing client accounts through strategic creative leadership and compelling pitch development.

CONTACT

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 LinkedIn

 Austin, TX

KEY SKILLS

- Advertising campaign direction and concept development
- Brand identity and visual systems design
- Creative brief writing and team direction
- Cross-functional leadership and stakeholder management
- Digital marketing asset production (social, display, video)
- Pitch development and executive presentations
- Team mentoring and creative performance management
- Visual concepting and mood board development
- Campaign performance analysis and creative optimization

PROFESSIONAL EXPERIENCE

ART DIRECTOR | BRIGHTHALO MEDIA, AUSTIN, TX
FEBRUARY 2017 – PRESENT

- Directed creative assets for 40+ advertising campaigns across social, digital, and OOH channels, achieving an average 50% increase in click-through rate versus previous creative
- Supervise and mentor a 5-person team of designers and copywriters, conducting weekly creative reviews and quarterly performance evaluations that improved team output quality by 35%
- Present creative concepts and campaign strategies to C-suite clients for 8+ high-profile product launches annually, maintaining a 90% first-presentation approval rate
- Led brand identity overhaul for 4 major clients, delivering visual systems that increased brand recognition metrics by an average 40% within 6 months of launch
- Developed agency's internal creative brief template and brand standards framework, reducing brief ambiguity and cutting initial concept revision rounds by 30%
- Contributed to 6 new business pitches, helping win 4 accounts representing \$3.5 million in new annual revenue

SENIOR DESIGNER | LAUNCHPAD DIGITAL, DALLAS, TX
JULY 2012 – JANUARY 2017

- Led visual branding for 15+ tech startup and app launch clients, developing brand identities from logo through complete digital and marketing asset systems
- Partnered with copywriters and brand strategists to develop integrated campaign messaging, reducing client revision rounds by 25% through upfront strategic alignment
- Boosted repeat client bookings by 30% over 3 years by building trusted creative partnerships and consistently delivering above-brief quality on initial concepts
- Managed concurrent design projects for 8+ active clients, maintaining 100% on-time delivery record across all contracted milestones

EDUCATION

- Bachelor of Fine Arts (BFA) in Visual Communication, Texas State University, San Marcos, TX | May 2012

CERTIFICATIONS

- Unreal Engine Environment Design Certificate - Epic Games, March 2019

