

# Bryant Ross

## OVERVIEW

A Consumer-Centric Creative Director & Leader with extensive experience in Brand Identity development and Omnichannel Marketing across the retail, home, travel, packaged goods, and hospitality industries.

### Core competencies:

- Able to form strong cross-functional partnerships and translate business goals and priorities into tangible creative outcomes.
- Keen understanding of finding the balance between creative that is fresh, yet also performant—supporting business goals & building awareness.
- Understands the ideal resourcing investment against overall impact, and when to adjust plans to better achieve desired goals & outcomes.
- Team leader that maintains a player/coach mind-set. Actively looks for stretch opportunities that aid team growth and engagement.

## EXPERIENCE

### Wayfair

2018 - 2022 | BOSTON, MA

#### Head of Brand Creative

A retail brand focused in the home category. Reporting to the Global Creative Director, I led a team of 25+ Visual Designers, Copywriters, and Illustrators focused on B2C Omnichannel Marketing campaigns, major promotions, Brand Identity standards, and house brand systems.

- Developed new global brand standards that increased cohesion cross-channel, increasing efficiency in business as usual execution that allowed for increased focus for larger priorities.
- Partnered closely with marketing leadership on seasonal campaign planning, driving a more holistic experience across both core & emerging categories, while remaining tailored to individual channel needs.
- Led revamps to our major promotional creative playbooks, which surpassed historic KPIs and contributed to the top three promotional events in company history. These systems leveraged digital design tools that reduced execution by 50%.

### EF Go Ahead Tours

2013 - 2018 | CAMBRIDGE, MA

#### Creative Director

A travel and education brand. Reporting to the CMO, I led the in-house creative team composed of visual designers, motion designers, and writers working across all Omnichannel Marketing efforts.

- Accountable for creative excellence of all materials—on and offline.
- Oversaw & forecasted creative budgets, including photography and video, serving a variety of needs from informational to inspirational.
- Proposed and led creation of a new suite of traveler materials. These materials better engaged customers and reduced fabrication and postage costs by 32% YOY (\$450k).
- Consulted with Marketing & Operations leads on creative briefs, team assignments, and assisted with navigating roadblocks to execution.

### Continuum

2008 - 2013 | BOSTON, MA

#### Senior Designer II

A global design and innovation consultancy. My clients ranged in scale, operating in the hospitality, financial services, telecommunications, and consumer packaged goods spaces.

- Lead Designer for the Brand Experience practice—collaborating with strategists, industrial designers, developers, and more to develop consumer goods and experiences, rooted in consumer insights.
- Co-founded Continuum's X-LAB, an internal initiative offering pro-bono and reduced rate services to start-ups and non-profits. These projects created stretch opportunities for associate-level talent to hone their skills. These projects were recognized with several awards including The AdClub, HOW International Design Awards and AIGA Best of New England.

### Korn Design

2004 - 2008 | BOSTON, MA

#### Senior Designer

A Brand Identity and lifestyle marketing firm. My clients operated across many industries—including hospitality, academic, healthcare, and boutique retail.

- Led multiple, concurrent projects from conceptual development through market launch. Responsible for all client proposals, refinements, and execution.
- Self-managed projects including project scope and timeline planning, vendor bids and management, and collaboration with external Architects, Interior Designers, Photographers, Stylists, and Front-End Developers.
- Garnered several awards for the studio, including a James Beard Award for Outstanding Restaurant Graphics.

## EDUCATION

Massachusetts College of Art & Design | BOSTON, MA

Bachelor of Fine Arts: Communication Design

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