



## STEVE LAING

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## CREATIVE DIRECTION

*My motivation is to inspire teams to think and create beautifully simple designs and strategically smart experiences. I've been privileged to be the creative face to clients from some of the world's largest brands. I'm well versed in both traditional and digital advertising and have been invited to speak at a handful of design summits and other industry speaking engagements. I enjoy presenting work and am a bit of a Keynote ninja.*

*(PowerPoint brown belt)*

## HISTORY

Group Creative Director, **SapientRazorfish**, Atlanta, GA, 2018 - 2019

Creative Director, **Razorfish**, Atlanta, GA, 2015 - 2018

ACD, **SapientNitro**, Atlanta, GA, 2011 - 2015

Interactive Design Director, **Cramer Krasselt**, Milwaukee, WI, 2009 - 2011

Sr Art Director, **Tribal DDB**, Dallas, TX, 2007 - 09

Art Director, **Love Comm**, Salt Lake City, UT, 2006 - 07

Art Director, **Reister Advertising**, Salt Lake City, UT, 2005 - 06

## CLIENTS

- Ritz Carlton
- Bridgestone
- Firestone
- The Olympics
- NFL
- UPS
- Coca Cola
- Michelin
- Pepsi
- Gatorade
- Suntrust Bank
- Starbucks
- Bud Light
- ExxonMobil
- Aquafina
- Sea Doo
- Craftsman
- Nokia
- The TRUTH  
against tobacco
- Can Am
- The United Way
- MLS soccer
- The Clark  
Planetarium
- Deer Valley Resort

## .EDU

Weber State University BA | Communication Arts, Design, Spanish

Utah State University | Advertising Design

## RECOGNITION

CA | Ad Week | CREATIVITY | The FWA | OMMA Awards | Smarties | Tellys | Addys | Awwwards | Webbys | Digiday | W3 | Oink Ink | GDUSA.