



## STEVE LAING

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*I've worn a lot of hats: creative director, design director, art director, designer, UXer and writer. Roles that have not only been valuable experiences but background to now lead and inspire great work. 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

Sr Creative Director, **CreativeDrive**, Atlanta, GA, 2019 - present

*Lead print & digital teams. Oversee photo & video shoots. Collaborate with clients across multiple offices.*

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

*Client whisperer. Mentored & inspired creative teams to innovate & craft the work. Grew existing & won new business.*

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

*Creative lead for top agency accounts. Won business. Navigate daily challenges & coordinated with internal teams.*

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

*Designed, crafted, presented & helped oversee the work. Strategically collaborated with internal teams.*

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

*Oversaw digital for all accounts. Designed & Art Directed digital/print concepts. Pitched new business.*

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

*Designed brand standards & directed social & digital concepts for high profile brand accounts.*

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

*Designed & ideated with creatives for traditional brand advertising: OOH, broadcast, radio & early digital.*

Art Director/Designer, **Reister Advertising**, Salt Lake City, UT, 2002 - 06

*Work with a writer on a team to ideate conceptual designs & brand campaigns.*

## CLIENTS

- Ritz Carlton
- Michelin
- Aquafina
- UPS
- Bridgestone
- Coca Cola
- Sea Doo
- The United Way
- Firestone
- Gatorade
- Craftsman
- MLS soccer
- The Olympics
- Suntrust Bank
- Nokia
- Starbucks
- NFL
- ExxonMobil
- Sam's Club
- Deer Valley Resort

## .EDU

Weber State University Bachelor of Arts | Communication, 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.