



## STEVE LAING

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*I've worn a lot of hats: creative director, art director, designer, even part-time 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. Directed large scale productions. Present the work to clients across multiple offices.

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

Client presentations. Lead creative teams. Grew existing business as well as won new business.

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

Creative lead for top agency accounts. Won awards & new accounts. Coordinated with departments.

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, 2005 - 06

Conceptual AD. Worked 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.