



STEVE LAING

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HISTORY

Sr Creative Director, **State Farm**, Atlanta, GA 2020 - present

Oversee digital creative department. Collaborates and regularly interfaces with dept peers and exec level.

Sr Creative Director, **CreativeDrive**, Atlanta, GA, 2019 - 2020

Direct teams at photo/video shoots. Social content, storytelling and concepts. Client facing. Presentations.

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

Manage team vision, strategy, design and UX. Data driven, award-winning solutions. New business.

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

Client engagement. Define and oversee team ideation. Objectives alignment. Maintained quality and craft.

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

Bridge between high level execs and creative team. Brand and campaign work. Maintained brand design, user experience and best practice standards.

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

Oversee and guide digital creative teams. Collaborated across verticals. Client and exec presentations.

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

Strategic, conceptual and award-winning design. Brainstorm. Create and maintain brand standards.

CLIENTS

- Ritz Carlton
- Michelin
- Aquafina
- UPS
- Bridgestone
- Coca Cola
- Sea Doo
- The Home Depot
- Firestone
- Gatorade
- Craftsman
- MLS soccer
- The Olympics
- State Farm
- PepsiCo
- Starbucks
- NFL
- ExxonMobil
- Sam's Club
- Newell Brands

.EDU

Weber State University Bachelor of Arts | 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