

# Chris Pizzo

*Strategic problem solver, bridging the gap between creative and business*

## Profile

I am a natural storyteller who utilizes my conceptual and strategic abilities to create compelling and authentic brand experiences. I am passionate about leading design teams to make the complex feel simple and approachable while not sacrificing quality. I thrive in highly collaborative environments, feel comfortable working across all mediums, and have an infinite supply of pop-culture references available when the moment calls for it.

## Experience

### Senior Manager, Brand & Design Strategy

2018 to Present

SAP Concur | Brands: Triplt, Hipmunk & SAP Concur

- Defined and developed creative vision and approach, as well as ensured brand consistency across all marketing and product channels.
- Provided creative leadership, direction, project management and, hands-on design support for a broad range of projects, including print, web, video, and copywriting.
- Collaborated with product design team to ensure brand consistency at all consumer touch points.

**Highlight:** *Led an in-house team of designers through a multi-year visual brand and marketing website redesign, from business case development through stakeholder management, planning, development, execution and optimization. Resulting in a 10% increase in our overall session visits as well as new user sign ups.*

### Senior Manager, Design

2015 to 2018

SAP Concur | Brands: Triplt & SAP Concur

- Defined and managed overall creative vision for Triplt's visual brand.
- Developed design systems, style guides, and creative processes to achieve company goals and retain brand consistency.
- Led cross-functional teams to implement and execute on B2C & B2B initiatives.
- Reviewed, assigned and managed all creative projects, from planning to execution.
- Responsible for hiring, training and mentoring design team members.

### Owner, Creative Director

2008 to 2015

Chris Pizzo Design

Developed and nurtured brand identities for small to mid-sized businesses ranging from tech start-ups to restaurants and city governments. I served my clients as their main point of contact for all of their design and marketing needs including;

- Lead web and print designer
- Brand creation and management
- Project and client management
- Business development
- Business operations

## Design Skills

Print Design  
Web / Digital Design  
Motion Graphics  
Adobe Illustrator  
Adobe Dreamweaver  
Adobe After Effects  
Adobe Photoshop  
Adobe InDesign  
HTML / CSS  
Invision  
Sketch  
Wordpress  
Photography

## Leadership Skills

Art Direction  
Creative Leadership  
Strategic Planning  
Brand Management  
Digital Marketing  
Project Management

## Education

### Bachelor of Science

Business Administration,  
Concentration: Marketing  
CSU, Sacramento

## Interests

Taekwondo, Woodworking,  
Biking, Cooking, Movies

## Contact

916.821.8511

San Mateo, California  
chrispizzodesign@gmail.com  
www.chrispizzodesign.com