

Chris Pizzo

Multidisciplinary Design Leader, Creative Director & Pop Culture Enthusiast

Experience

Head of Brand Design

2018 to Present

SAP Concur | Brands: Triplt & SAP Concur

- Lead an in-house design team in defining and implementing our creative vision.
- Provide people-focused creative leadership, ensuring my team of designers have a safe environment to challenge each other and to make their best work.
- Provide project management, hands-on design support for B2B, B2C and SMB campaigns including print, web, social, video, presentations, and copy development.
- Develop and manage visual design systems to support the scaling of a small design team tasked with supporting a brand across global markets.
- Manage globalization of Triplt visual brand including localization and translation of marketing website and relevant brand assets.
- Collaborate cross-functionally with executive stakeholders, product and marketing teams to ensure alignment on project and business goals.

Highlight: Led an in-house team of designers through a multi-year visual brand and marketing website redesign, from business case development through executive leadership 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

- Owned creative vision for Triplt as well as created style guides, and project processes to help scale our team and ensure delivery of consistently high-quality work.
- Assigned, managed and reviewed all creative projects, from planning to execution.
- Responsible for hiring, training and mentoring design team members.
- Created motion graphics, product animations, and promo videos in After Effects.
- Supported employee engagement team for branding internal company culture events.

Highlight: Provided creative direction and overall project management for the creation of a new animated Triplt commercial. The work for this project laid the foundation for our future visual rebrand of Triplt.

Owner, Creative Director

2008 to 2015

Chris Pizzo Design

- Developed and nurtured brand identities for small to mid-sized businesses
- Lead designer for broad range of projects including print, web, social, video, presentations and copy development.

Additional Design & Marketing Experience

- Lead Graphic Designer (Davis & Associates) 2010 to 2011
- Marketing Design Coordinator (Kleinfelder & Jacobs Engineering) 2007 to 2009
- Sales & Marketing Assistant (Warmingtton Homes) 2006 to 2007

Leadership Skills

Design Leadership
Creative Direction
Art Direction
Visual Design Systems
Strategic Planning
Branding & Identity Management
Digital Marketing
Project Management
Public Speaking

Design Skills

Print Design
Web / Digital Design
Motion Graphics
Presentation Design
Adobe Illustrator
Adobe Dreamweaver
Adobe After Effects
Adobe Photoshop
Adobe InDesign
HTML / CSS
InVision
Sketch
WordPress

Education

Bachelor of Science Degree

Business Administration
Marketing Concentration
CSU, Sacramento

Awards

Marketing Excellence Award

Triplt.com Website Redesign
SAP Concur (2019)

Contact

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