

BRITTANY PRICE

CREATIVE DIRECTOR · Brand, Campaign & Immersive Experience

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SUMMARY

I design identities and the systems that keep them intact at scale, from a first logo to a platform running across every channel and touchpoint. Trained in the performing arts, I design for pacing, flow, and the way a story holds an audience. Player-coach: designing and writing daily while running creative operations, with AI in production to cut turnaround without flattening the work.

SELECTED IMPACT

- **+52% engagement, 40% over forecast** on a loyalty rebrand I creative directed and designed.
- **75% faster brief-to-designer & 50% fewer approval rounds** after I trained an AI creative workflow intake system on brand voice, channel specs, and legal standards.
- **1M+ direct mail pieces & lifecycle emails a year designed and art-directed.**
- **~\$5M annual media plan + ~\$5M in large-format digital installations:** directed every creative deliverable behind the plan, concept through production.

WORK EXPERIENCE

Creative Director & Senior Brand Designer

2026 – Present

The Aspire Project · Remote / Scottsdale, AZ

- **Brand Systems:** developed four identity systems from positioning through launch across D2C, B2B, and SaaS, each built to hold up across web, product, and social.
- **Product Design:** designed and shipped four sites and the UI/UX for two SaaS platforms, turning multi-user workflows into something a non-technical operator can run.
- **Editorial & Commerce:** authored and designed a 60-page interactive activity guide, and built the e-commerce funnel behind it through Gumroad and Stripe.
- **Creative Training:** created a graphic design and multimedia training program covering craft development, live critique, and cross-functional feedback.

Creative Manager · Head of Creative Marketing

2024 – 2026

Talking Stick Resort & Casino Arizona · Scottsdale, AZ

Joined as a designer; promoted to lead the newly formed in-house creative team.

- **Brand Ownership:** led brand strategy and creative direction to elevate a dated gaming brand into a unified multi-brand lifestyle identity system across two properties; authored the brand guidelines, presented integrated campaigns to executives, and supported the work with market data and data visualization.

- **Campaigns & Venue Identity:** launched multiple flagship brand and promotional campaigns across print, video, OOH, airport, digital, and on-site storytelling; identity systems for 14+ venues spanning dining, spa, and sportsbook; entertainment campaigns.
- **Events & Experiential:** named, art directed, and produced sold-out immersive events end to end, from identity and artwork through environment and production.
- **Design & Art Direction:** built modular campaign systems and a template library departments could run without creative bottlenecks, from print to digital to video.
- **Team Leadership:** hired and mentored 5–8 in-house creatives, shipping 1,000+ projects a year on time to brand guidelines I built.
- **Immersive & Environmental:** directed experiential and environmental design across the property, managing the in-house digital signage system, turning exterior displays into anamorphic 3D LED showpieces, and moving content creation from vendors to in-house.
- **Campaign Management:** produced creative across OOH, 100k+ monthly direct mail, TV/CTV/OTT, paid social, brand activations, and Arizona Diamondbacks, Live Nation, and iHeartMedia partnerships.
- **Employer Brand:** developed and created the internal team member initiative, now integral to recognition, onboarding, and events.

Senior Graphic Designer (promoted from Multimedia Designer)
 2018 – 2024

Talking Stick Resort & Casino Arizona · Scottsdale, AZ

- Designed campaign work for 14+ venues across print, digital, video, motion graphics, OOH, and large-format, from typography and layout through print production; promoted twice while taking on art direction and photo direction.

SKILLS & TOOLS

Competencies	Brand Strategy, Identity Systems, Typography, Color & Layout, Creative Direction, Art Direction, Campaign Development, Experiential Design, Data Visualization, Print Production, Regulatory Compliance
Leadership	Team Building, Hiring & Onboarding, Performance Management, Mentorship, Creative Operations, Vendor Management, Capacity Planning
Design	Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), Figma, DaVinci Resolve, PowerPoint
AI Tools	Claude & Claude Code, Codex, ChatGPT, Gemini, Google Flow, Veo, Nano Banana, Kling, Midjourney, Adobe Firefly
Workflow	InMotion/Lythos (Project Management System), Salesforce CRM

EDUCATION & RECOGNITION

Education	Multimedia, Digital Video & Graphic Design <i>Univ. of Advancing Technology & Arizona State University</i>
Recognition	2023 Employee of the Year, Talking Stick Resort & Casino Arizona