

Brianna Thomas

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SUMMARY + KEY HIGHLIGHTS

Associate Creative Director and Lead Designer with deep expertise in B2B SaaS marketing. Combines a strategic, concept-driven approach to brand development with agile, trend-conscious execution. Proven track record of scaling pipeline and revenue through multi-channel demand generation, video-forward storytelling, and integrated campaign launches. A recognized creative leader, selected for competitive creator programs, who bridges the gap between high-level brand strategy and hands-on visual excellence.

- **Strategic Growth:** Co-led multi-channel initiatives resulting in **\$3.2M in ARR** for enterprise-scale demand generation programs.
 - **Brand Innovation:** Drove key aspects of launching a full-scale generative AI brand, expanding initial naming requests into a visual language shaping comprehensive web, paid social, and interactive demo campaign.
 - **Video-Forward Strategy:** Concept and art direct end-to-end video storytelling, from ideating and storyboarding to refining and handing off final production-ready assets.
 - **Cross-Functional Leadership:** Partner with executive stakeholders and growth marketing teams to translate complex business goals into cohesive, high-performance visual systems.
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SELECTED INDUSTRY RECOGNITION

- **Pinterest Resident Creator**
Selected for an exclusive, highly competitive cohort of Resident Creators. Leveraged platform trends to scale brand awareness and test emerging content formats.
 - **Gold MUSE Creative Award (2022)**
Recognized for the UKG.com redesign in the "Website — Professional Services" category; served as a Principal Graphic Designer on the project team.
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PROFESSIONAL EXPERIENCE

Lead Designer | Rightworks | February 2025 – Present

- Serve as the primary creative partner to growth marketing, overseeing multi-channel demand generation initiatives tied directly to revenue growth.
- Define and elevate visual standards, ensuring consistency across all campaigns and assets.
- Partner cross-functionally to synthesize marketing strategy into clear, effective visual storytelling.

Associate Creative Director | UKG | June 2023 – July 2024

- Co-led creative direction for integrated marketing, encompassing events, digital, and video.
- Balanced high-level creative concepts with hands-on design execution, ensuring alignment with brand and business objectives.
- Directed major brand launches and campaign storytelling, including video-forward initiatives.

Principal Graphic Designer | UKG | Nov 2019 – June 2023

- Led end-to-end project lifecycle for high-concept integrated campaigns and events.
- Collaborated closely with copywriters, producers, and diverse stakeholders to drive projects from brief to final delivery.

Principal Designer & Owner | Bloom in the Black | Oct 2017 – Present

- Direct creative strategy, brand development, and execution for a diverse client roster including startups, agencies, and consumer brands.
- Manage end-to-end project delivery, encompassing photography, social content, and campaign assets.

Senior Designer | Bright Horizons Family Solutions | April 2013 – Oct 2017

- Designed integrated campaigns across print, digital, email, and presentation platforms.
- Maintained brand guidelines and reusable template systems while managing a design team of two.

CORE SKILLS

- **Creative Strategy:** Campaign Direction · Visual Brand Strategy · Demand Generation · Storyboarding · Brand Development
- **Technical Proficiency:** Adobe Creative Suite · Figma · WordPress · Video Concepting · Knak
- **Leadership:** Mentorship · Stakeholder Partnership · Client Presentation · Project Management

EDUCATION

Bachelor of Science, Graphic Design | Fitchburg State University