

BRIAN WASHINGTON

CREATIVE DIRECTOR | ASSOCIATE CREATIVE DIRECTOR | CREATIVE MANAGER

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CREATIVE LEADERSHIP PROFILE

Creative leader with 12+ years of multidisciplinary experience directing brand, corporate video, motion, digital, and campaign work from brief through delivery. Combines concept development and visual storytelling with hands-on production expertise, stakeholder partnership, and systems thinking. Experienced in translating business goals into cohesive creative platforms, guiding work across channels, and maintaining quality through fast-moving review and production cycles.

LEADERSHIP & CREATIVE EXPERTISE

Creative Direction & Art Direction	Brand Strategy & Visual Systems	Corporate Video & Executive Communications
Integrated Campaign Development	Storytelling, Editing & Motion	Cross-functional Stakeholder Leadership
Digital Experience, UX/UI & Web	Production Planning & Delivery	Team, Vendor & Client Collaboration

PROFESSIONAL EXPERIENCE

Video Editor / Senior Multimedia Designer, Corporate Communications

NRG Energy | Houston, TX

2024 - 2026

- Led and produced video and multimedia work for executive communications, employee stories, events, recruiting, culture, and enterprise brand initiatives.
- Shaped story structure, pacing, messaging, visual direction, audio, and motion graphics while aligning feedback across stakeholders and fast-turn timelines.
- Helped advance an in-house studio redesign into a repeatable production system supporting multiple on-camera environments and communication formats.
- Maintained consistent brand and production standards across long-form programs, social cutdowns, profiles, promotional content, captioned deliverables, and platform versions.

Founder & Creative Lead

Studio Thirty Design | Houston, TX

Freelance / Ongoing

- Lead creative direction from discovery through delivery for businesses, nonprofits, churches, podcasts, and community organizations.
- Translate client objectives into connected brand, video, web, campaign, social, and e-commerce experiences rather than isolated assets.
- Own concept development, recommendations, production planning, design and editorial execution, review cycles, and final asset packaging.
- Partner directly with clients to clarify priorities, strengthen visual positioning, and build practical systems that can scale across touchpoints.

TOOLS & PRODUCTION

Adobe Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Audition, Media Encoder, DaVinci Resolve, Figma, Webflow, WordPress, Shopify, Canva, Descript, OBS, Riverside; multi-camera production, lighting, audio, color correction, sound design, captioning, image retouching, and platform versioning.

EXPERIENCE, CONTINUED

Creative Director

May 2019 - Aug 2026

Rugid Grind Coffee | Houston, TX

- Built the startup's visual identity and e-commerce creative foundation across brand design, packaging, product photography, video, motion, social content, promotions, and retail collateral.
- Directed the brand experience across website, online store, email, social media, retail materials, and promotional channels to create a recognizable customer journey.
- Led visual storytelling and online-sales initiatives supporting growth to \$130K in annual sales.
- Contributed to a 34% increase in online sales, 26% higher engagement, and 29% growth in brand awareness.

Multimedia Designer

Jan 2022 - Jan 2024

NuSmile | Houston, TX

- Produced integrated video, photography, social, web, email, product, and digital advertising assets for professional and consumer audiences.
- Developed and adapted campaign creative for product launches, promotions, and cross-platform distribution while maintaining brand consistency.
- Partnered with marketing stakeholders to manage high-volume deliverables, revisions, and deadlines across simultaneous initiatives.
- Retouched, resized, versioned, and quality-checked visual assets for channel-specific performance and presentation.

SELECTED LEADERSHIP IMPACT

34%	26%	29%	\$130K
online sales increase	engagement increase	brand awareness growth	annual sales supported

CREATIVE LEADERSHIP VALUE

DIRECTION	Turns briefs, business goals, and stakeholder input into clear creative direction and connected deliverables.
SYSTEMS	Builds repeatable brand, content, and production systems that improve consistency across channels.
EXECUTION	Moves comfortably between leadership and hands-on craft in video, motion, design, digital, and production.
COLLABORATION	Guides feedback, communicates decisions clearly, and maintains momentum across clients and cross-functional partners.

SELECTED PORTFOLIO EVIDENCE

NRG STUDIO REDESIGN	Creative direction and production design for a modular corporate communications studio system supporting multiple on-camera environments.
QB LAW	Brand strategy, identity, film, and responsive web experience organized into one clear public-facing system.
RUGID GRIND COFFEE	Purpose-led brand identity, packaging, campaign film, e-commerce, and storefront experience developed as one launch-ready brand.
STUDIO THIRTY MEDIA	Brand positioning, corporate video storytelling, website experience, motion, and portfolio system designed to support client conversion.

EDUCATION

Bachelor of Science, Integrated Studies

May 2024

Oral Roberts University

PORTFOLIO: BRIANDWASHINGTON.COM | Selected case studies in creative direction, brand systems, corporate video, production design, and digital experience.