DESTIN BRIANT

GRAPHIC DESIGNER | PERFORMANCE CREATIVE | COPY & CAMPAIGN DESIGN

Austin, TX | 337-849-1229 | destinbriant@gmail.com | **portfolio:** destinbriant.com | LinkedIn

HIGHLIGHTS

10+ years: Graphic design, performance creative, and campaign production across consumer brands, eCommerce, and digital marketing.

Figma systems: Built scalable Figma design systems that improved creative production efficiency by more than 300%.

Copywriting: Collaborated with copywriters and strategists on headlines, hooks, calls to action (CTAs), messaging hierarchy, and creative variations.

Performance: Supported a 3% revenue increase for a GAP Amazon campaign; theater campaigns increased ticket bookings by 25%; website redesign increased traffic by 25%.

CLIENT HIGHLIGHTS

Warner Music • Jacob Collier • GAP • Native • Walmart • America's Best • Smith Optics • Revision Skincare • Olly • Sweet Sweat • The Outdoor Network • Joann Fabrics • New Orleans Fashion Week • Acting Up (in Acadiana)

CORE SKILLS

Figma • Email Design • Copywriting • Graphic Design • Copywriting Collaboration • Headline & CTA Development • Figma Design Systems • Paid Social Creative • Static Ads • Motion Graphics • Social Media Campaigns • Brand Identity • Typography • Layout & Visual Hierarchy • Photo Retouching • Creative Testing & Optimization • A/B Testing • Cross-Functional Collaboration • Project Management

TECHNICAL SKILLS

Adobe Photoshop • Illustrator • InDesign • After Effects • Premiere Pro • Figma • Microsoft Word, Excel & PowerPoint • Monday.com • Slack • Google Workspace • Amazon A+ Content & Storefronts

PROFESSIONAL EXPERIENCE

Graphic Designer | Tinuiti | May 2022 – August 2024

- Designed performance-focused creative for national brands across Amazon, Meta, TikTok, Pinterest, LinkedIn, and email marketing.
- Collaborated with copywriters, Creative Strategists, and Performance Marketing teams to develop headlines, hooks, CTAs, messaging hierarchy, and concepts aligned with campaign goals.
- Managed multiple client accounts and high-volume deliverables while maintaining quality and meeting deadlines.Was adaptable and compliant with brand standards/tone/messaging across portfolio with rapid timelelines.
- Built scalable Figma design systems that improved creative production efficiency by more than 300%.
- Produced static ads, motion graphics, email campaigns, Amazon A+ Content, Brand Stories, Storefronts, comparison charts, and promotional assets.
- Adapted creator imagery into paid social assets for Joann Fabrics and developed creative variations testing layouts, messaging, CTAs, aspect ratios, and visual treatments.
- Created assets for GAP, Native, Walmart, America's Best, Smith Optics, Revision Skincare, Olly, Sweet Sweat, The Outdoor Network, and Joann Fabrics.

Creative Director | Founder | Destin Briant Creative | March 2012 – Present

- Led creative development for consumer, lifestyle, and digital brands across social, email, motion, and integrated marketing.
- Directed creative campaigns supporting Warner Music and Grammy-winning artist Jacob Collier, producing award-winning visual assets and branded content.
- Created campaign assets and collaborated with clients, strategists, and copywriters to translate marketing goals into clear visual stories, compelling messaging, and channel-appropriate creative.
- Wrote and published two cookbooks, overseeing the writing, visual presentation, and publication of the books.
- Produced original social media videos, developing concepts and creating video content to communicate ideas and engage audiences.
- Created websites, logos, brand identities, presentations, and interactive digital experiences.

Graphic Designer | Thrasio | May 2021 – May 202

- Designed Amazon A+ Content, product detail pages, storefronts, comparison charts, and paid advertising assets across consumer brand portfolios.
- Partnered with strategists and analytics teams to optimize creative using CTR, A/B testing, heat mapping, usability research, and CRO insights.
- Retouched photography and refined low-quality assets into polished creative while maintaining brand consistency.

Creative Intern | Pelican Hospitality | August 2016 – November 2016

- Refreshed visual identities for hospitality tour companies and produced digital marketing materials, social graphics, brochures, ads, and promotional collateral.
- Supported content calendar planning and coordinated photography and creative production with marketing and operations teams.

Marketing Coordinator | Motion Designer | Acting Up (in Acadiana) | August 2012 – May 2024 | Lafayette, LA

- Created and directed motion graphics videos and promotional content for theatrical productions, community events, and seasonal campaigns.
- Designed digital advertising and promotional creative for theatrical productions, supporting audience engagement and ticket sales.
- Collaborated with directors and marketing leadership to translate each production's artistic vision into cohesive promotional campaigns.
- Managed multiple productions and deliverables simultaneously, maintaining consistent branding across print, digital, and motion assets.

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Design | Loyola University New Orleans | Summa Cum Laude