

# DESTIN BRIANT

## EDUCATION

Loyola University New Orleans, **BFA Graphic Design** | 8/2012 — 5/2016 (Magna Cum Laude)

## SUMMARY

Strategic Brand Designer with 10+ years of experience developing and governing brand systems across print, digital, experiential, and merchandise channels. Proven ability to collaborate with internal teams and external agencies to execute cohesive brand campaigns while maintaining visual identity standards. Skilled in brand asset management, governance documentation, DAM optimization, and cross-functional leadership.

## CORE COMPETENCIES

Brand Systems & Governance, Visual Identity Development, Campaign Concepting, Digital Asset Management (DAM), Brand Toolkits and Template Creation, Brand Guidelines, Cross-Functional Collaboration, Merchandise and Experiential Branding, Vendor & Production Oversight, Adobe Creative Suite (InDesign, Photoshop, Illustrator), PowerPoint Design, Typography, Layout, Print and Digital Production

## PROFESSIONAL EXPERIENCE

### CEO & Lead Designer - *Destin Briant Creative*

03/2012 — present

- Lead brand development initiatives across corporate, lifestyle, and consumer brands ensuring alignment across print, digital, experiential, and merchandise channels.
- Concept and design integrated brand campaigns, event collateral, presentations, and initiatives that strengthen brand equity.
- Developed and maintain comprehensive brand systems including typography hierarchies, color systems, layout grids, and governance documentation.
- Created scalable templates, toolkits, and presentation frameworks for internal and external teams.
- Provide brand guidance and digital consultation balancing creativity with governance requirements.
- Managed vendor timelines, approvals, and quality control for high-volume branded merchandise and collateral.
- Oversaw structured file management and asset organization systems to improve accessibility and efficiency.

### Graphic Designer - *Tinuiti*

05/2022 — 08/2024

- Collaborated with marketing, analytics, and strategy teams to execute cohesive multi-channel brand campaigns.
- Maintained strict adherence to brand standards across digital and presentation materials.
- Built scalable design systems improving creative production efficiency by over 300%.
- Designed branded decks and sales enablement materials supporting revenue teams.
- Partnered with cross-functional teams to align brand identity, UI/UX/UE and CRO strategy, and visual storytelling—translating business goals into compelling creative across channels and platforms (Meta, TikTok, LinkedIn, Pinterest) for both paid and organic social, including motion and static designs. Aspect ratio adjustment per platform and design use (reels, static posts, AMZ modules).

### Graphic Designer - *Thrasio*

05/2021 — 05/2022

- Elevated visual identities across a portfolio of consumer brands. Designed brands entirely.
- Standardized templates and layout systems supporting brand governance and marketplace consistency.
- Built scalable design systems and collaborated cross-functionally with marketing, product, and analytics teams to align creative execution with e-commerce growth strategies for user-centered and engaging designs that dramatically increased CTR's and revenue.

### Creative Intern - *Pelican Hospitality*

08/2016 — 11/2016

- Content calendar creation ease in marketing.
- Planning and scheduling for site visits heightened efficiency by 100%.
- Developed comprehensive rebranding strategies for three sub brands: cemetery tour, architecture tour, swamp tour, limousine tour.
- Elevated aging brand presence that built consumer trust for thousands of international visitors to New Orleans.