

BLAKE RICIANYI



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CREATIVE DIRECTOR | BRAND STRATEGY

Infinite Possibilities. Finite Results.

Brand and creative leader with 10+ years of experience transforming business objectives into distinctive brand experiences. I lead creative strategy, visual identity, integrated campaigns, and cross-channel execution—bringing together design, marketing, technology, and storytelling to create brands that connect, differentiate, and grow.

Brand Strategy • Creative Direction • Visual Identity • Integrated Campaigns
• Creative Operations • Team Leadership • Digital Experience • AI-Enabled Creative
• Photo + Video • Events + Environmental • Sales Enablement

TOOLS

Adobe Creative Cloud • Figma • WordPress • ChatGPT • Claude • HubSpot



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W O R K H I S T O R Y

TimePayment / August 2018 - Current Marketing Manager / Creative Director

Lead creative direction and brand stewardship across TimePayment, QuickSpark, LeaseQ, Wheaten Financial, and Waste Funding, supporting multiple audiences and vertical markets within the equipment finance industry.

- Own brand and creative direction across digital, web, email, social, print, events, trade-shows, sales enablement, and internal communications.
- Partner with marketing, sales, product, operations, and leadership to translate business priorities into compelling creative strategies and experiences.
- Lead campaigns and brand initiatives from concept and creative strategy through production and execution.
- Establish visual systems, creative standards, and brand consistency across customer and employee touchpoints.
- Guide creative priorities, workflows, briefs, and production to improve quality, consistency, and speed to market.
- Direct creative contributors and external partners, providing strategic feedback and maintaining brand standards.
- Integrate AI and emerging creative technology into ideation, content development, design exploration, and production workflows.
- Expanded creative oversight following QuickSpark's acquisition, helping unify multiple brands while preserving their distinct market positioning.

GoDaddy / April 2016 - August 2018 Sr. Logo Designer

Created brand identities for startups and small businesses, translating ideas, personalities, and business objectives into distinctive visual systems.

- Developed 40+ brand identity projects from discovery and concept development through presentation, refinement, and final production.
- Managed multiple concurrent creative engagements while maintaining brand quality and production deadlines.
- Selected for internal GoDaddy creative initiatives including departmental identities, infographics, and commemorative brand projects.

Contract / Ongoing Creative Designer

Partner with businesses to develop brands from strategy through execution, including brand identity, visual systems, digital experiences, websites, campaigns, and social content.

Selected clients: AZ Crown • The Crown Room • Kinfolk Home Loans • EasyFi • Intertec Engineering