

BRITTANY PRICE

CREATIVE DIRECTOR · Brand, Campaign & Immersive Experience

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SUMMARY

I take brands that have gone stale and creative teams that have become order-takers, and turn both around. I modernize the design language, write the voice and copy that carry it, and build the systems and standards that keep it consistent at volume. I came up in the performing arts before design, so I think in pacing, flow, and how storytelling holds an audience. A player-coach: designing and writing daily while running creative operations so the team can focus on creating.

SELECTED IMPACT

- **+52% customer engagement & +\$18.9M monthly program revenue** after a loyalty rebrand where I led all creative; program ran 40% above forecast.
- **75% faster brief-to-designer & 50% fewer approval rounds** after I trained an AI intake system on brand voice, channel specs, and legal standards.
- **1M+ direct mail pieces & lifecycle emails a year** designed and art-directed in-house for the program's highest-value customer segments.
- **~\$5M annual media plan + ~\$5M in large-format digital installations:** directed every creative deliverable fulfilling the plan, concept through production.

EXPERIENCE

Consultant & Creative Director

2026 – Present

The Aspire Project · Remote / Scottsdale, AZ

- **Brand Design:** launched two brands end-to-end, designing and coding both sites with AI-assisted design-to-code: a B2B consultancy and a D2C education venture.
- **Creative Training:** built a design training program covering craft development, critique of live work, and cross-functional feedback.

Creative Manager · Head of Creative Marketing

2024 – 2026

Talking Stick Resort & Casino Arizona · Scottsdale, AZ

Joined as a designer; promoted to lead the new team after my work replaced the agency.

- **Brand Ownership:** led brand strategy and creative direction to elevate a dated gaming brand into a unified lifestyle identity across two properties.

- **Design & Art Direction:** built modular campaign systems departments could run without creative bottlenecks, from packaging to digital to video.
- **Copy & Voice:** gave the brand one voice, replacing scattered messaging with a tone guide and copy spanning campaigns, scripts, email, and naming.
- **Team Leadership:** hired and mentored 5–8 creatives with actionable feedback and critique, shipping 1,000+ projects a year on time to brand guidelines I built.
- **Immersive & Environmental:** turned exterior displays into anamorphic 3D LED showpieces, moving content creation from outside vendors to an in-house hire.
- **Campaign Management:** produced creative across OOH, 100k+ monthly direct mail sends, TV/CTV/OTT, paid social/digital banners, print ads, and the Arizona Diamondbacks MLB, iHeart Media, and Live Nation partnerships.

Senior Graphic Designer (promoted from Multimedia Designer)

2018 – 2024

Talking Stick Resort & Casino Arizona · Scottsdale, AZ

- Elevated visual quality across digital, print, and large-format work for 14+ venues while managing the team day to day; 2023 Employee of the Year.

SELECTED BRAND & EXPERIENTIAL WORK

Full case studies for each project at brittanyprice.art

- **Life. Well Played.:** Flagship brand platform across OOH, airport, digital, and on-site storytelling, repositioning the property as an elevated lifestyle destination.
- **SuperZona & Wicked Ball:** Large-scale event and experiential identities with environmental design, LED, signage, and immersive photo-op moments.
- **Dining & Venue Launches:** Brand identity, menus, and photography for the property’s award-winning restaurants, fast-casual to fine dining.
- **A Legacy of One:** Employer brand built with the Salt River Pima-Maricopa Indian Community, now integral to recognition, onboarding, and events.

SKILLS & TOOLS

Design	Adobe Creative Suite, Figma, DaVinci Resolve
AI Tools	Claude & Claude Code, Codex, ChatGPT, Gemini, Midjourney, Adobe Firefly
Workflow	InMotion/Lythos (creative operations), Salesforce CRM

EDUCATION

Education	Multimedia & Video Production University of Advancing Technology & Arizona State University
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