



**BRIAN WITTMAN**

On Brand

[bkwittman.com](http://bkwittman.com)

+61477450253

## INTRODUCTION

### THE VIEW FROM 30,000 FEET STARTS AT THE GROUND

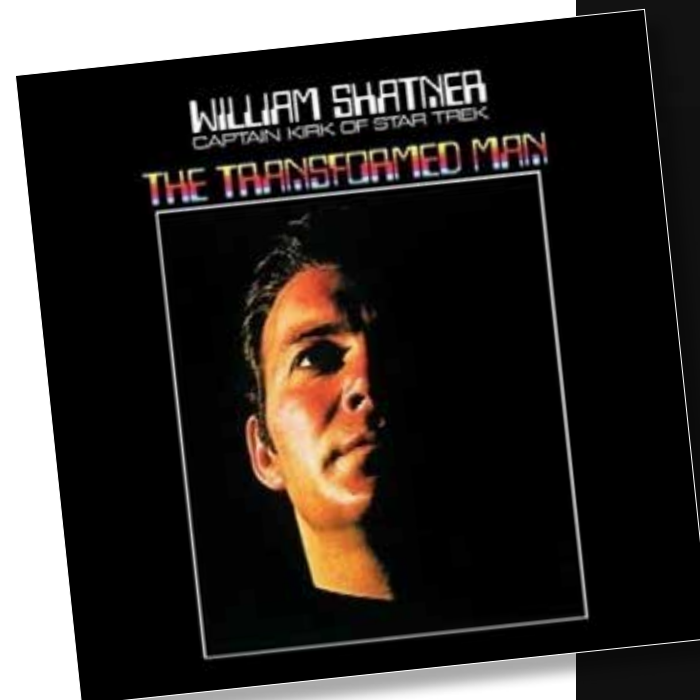
It didn't all start for me at priceline.com, but it was there that I honed my craft as a brand designer, team builder, leader and the company's first Creative Director (employee #22).

Priceline (U.S.) emerged from an incubator during the era when 'www' was a staple of web addresses.

Here, I would create the company's full spectrum look, feel and voice, in addition to producing its national print and radio campaigns where I wrote, produced and directed William Shatner to new found fame (and fortune).

The company is now worth over \$10 billion dollars. Shatner, about \$100 million.

The brand voice inspiration stemmed from my personal copy of William Shatner's *The Transformed Man* - a unique blend of storytelling, humor, and performance.



**priceline.com**  
Name Your Own Price™

"Yeah, Brian Wittman." — William Shatner

## BRAND ID - THE LOGO

### CONSTRUCTION

So much of a brand precedes the creation of its logo. As it's the face forward, it gets the most attention and at times is expected to do way more heavy lifting that need be.

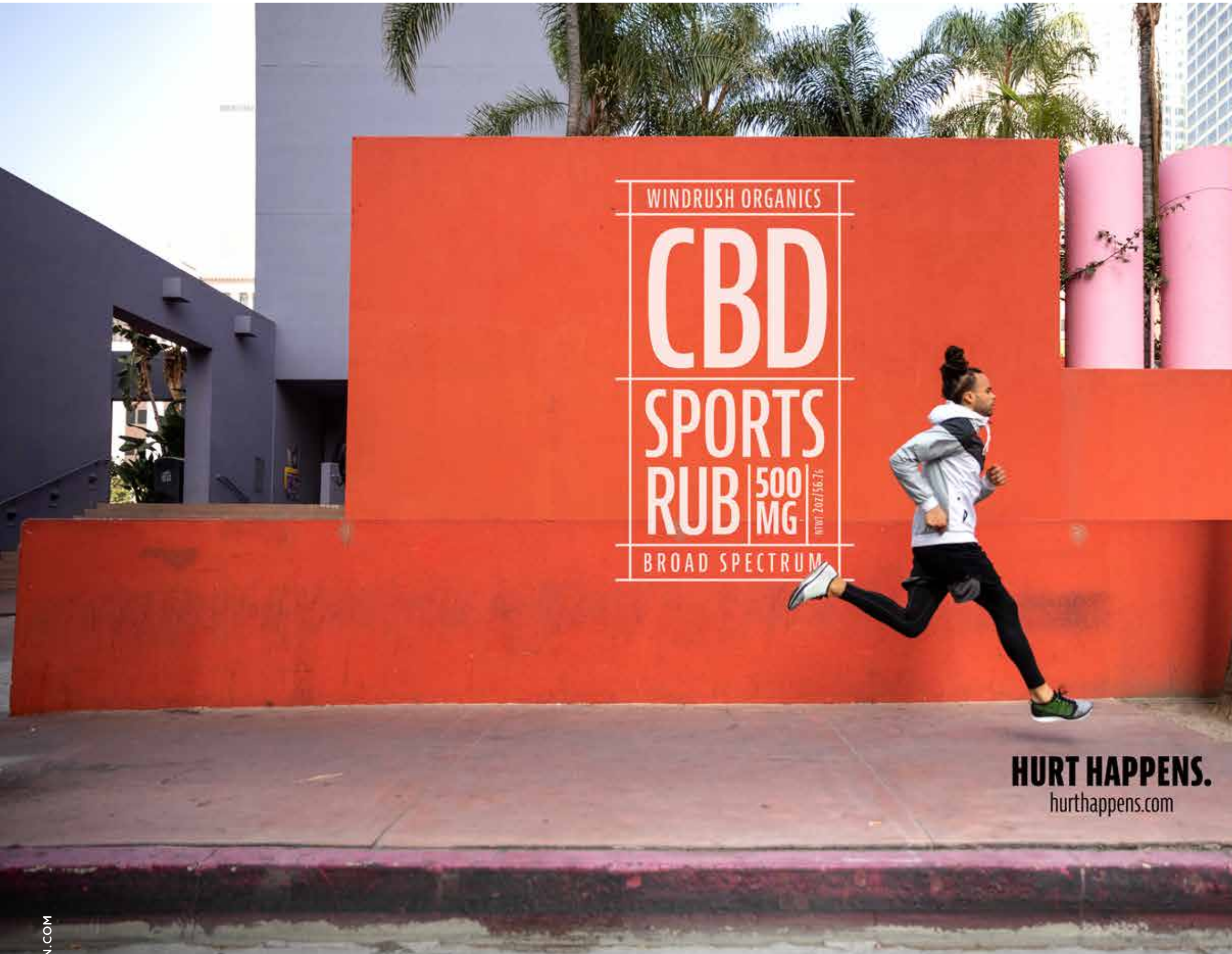
Still, it has to work. Here and throughout this document are a collection of marks I've designed for a myriad of clients in an array of industries. Many, involve the post-design guidance of use and application.



BRAND ID









## TRADEMARKS IN USE

## INSTRUCTION

The care and feeding of a company's brand is never a one-and-done. Between guidelines and trademark manuals there lies the everyday policing (both internal and external) of usage.

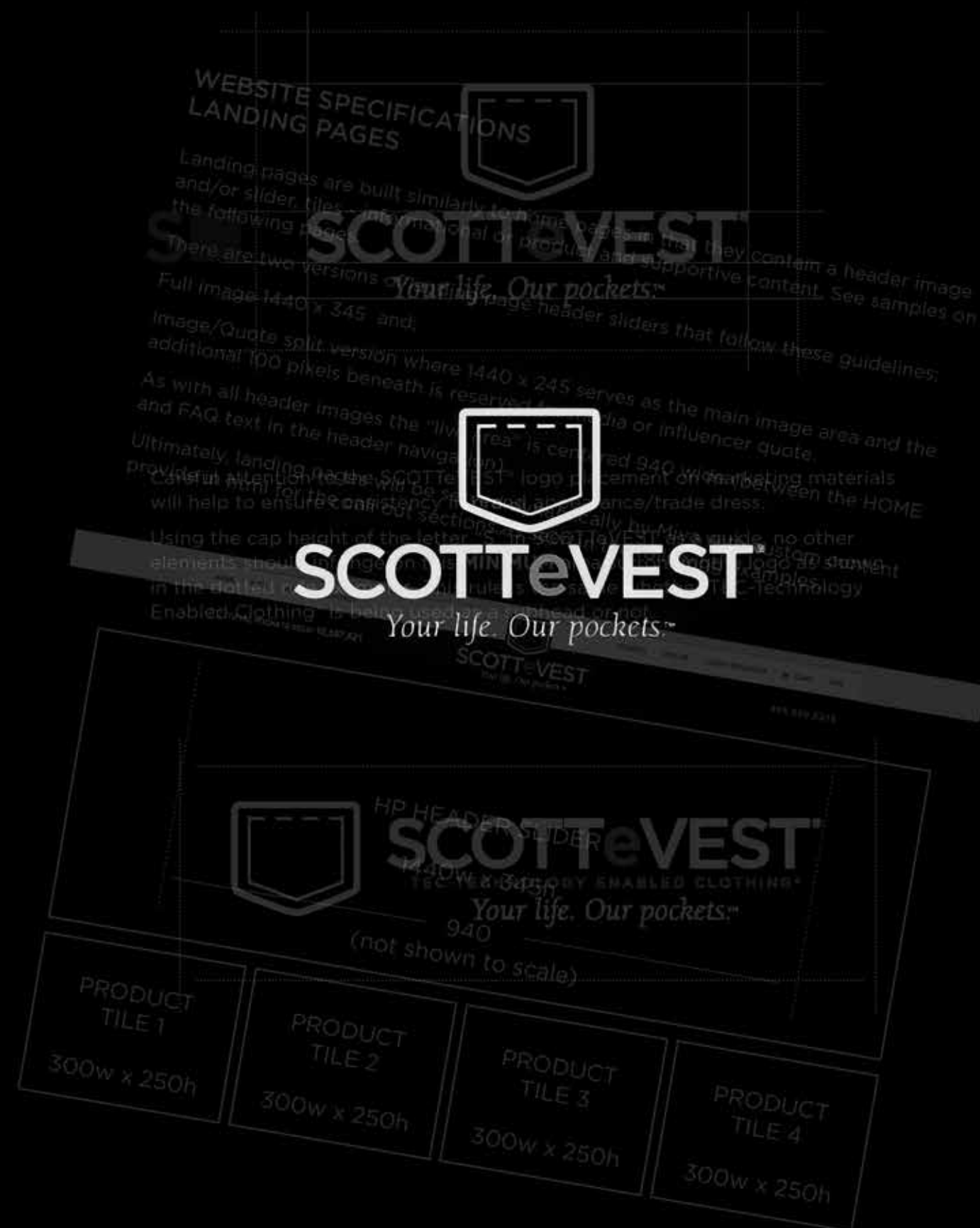
As a brand designer, I often act as the 'brand police,' safeguarding the company's integrity and reputation.

The synergy of assets knows no company size in you just never know... brand-building. Starting with a clear and defined mission, the corporate ID evolves from rigid exploration to legal vetting to the trademark usage guide.

A company's trademark usage guide, in my opinion, is as important as its organizational chart. It stands as a playbook for consistency in branding ensuring that all elements of the brand, including visuals, messaging, and experiences, align cohesively. This consistency helps in building trust, recognition, and a strong brand identity.

I created this rebranded mark and subsequent guide which stood the test of time for all touchpoints. It's voice was spoken through a thoughtful construction of every possible brand element, including photography!

## LOGO CLEARANCE





## PUBLISHING

### DESIGN CONSISTENCY ACROSS ALL BRANDING TOUCHPOINTS

As Chief Creative Officer for a 40+ year old publishing company, I was hired as a change agent with little to no obstacles to hinder my mission.

I quickly revitalized an in-house creative team of 10 artists and writers, introducing new workflows alongside an external team of copywriters.

Bottom line (pun, intended), we mailed millions of pieces each month, stakes were high to move the needle to 3%, let alone my new highs we set. *The secret?*

Well, that's just something we'll need to talk about over coffee...

"You've created miracles here, including some that, I'll admit, surprised me."

-Sam Edelson, Founding Partner, Bottom Line Inc.





## DISRUPTION

You make the rules. You break the rules.

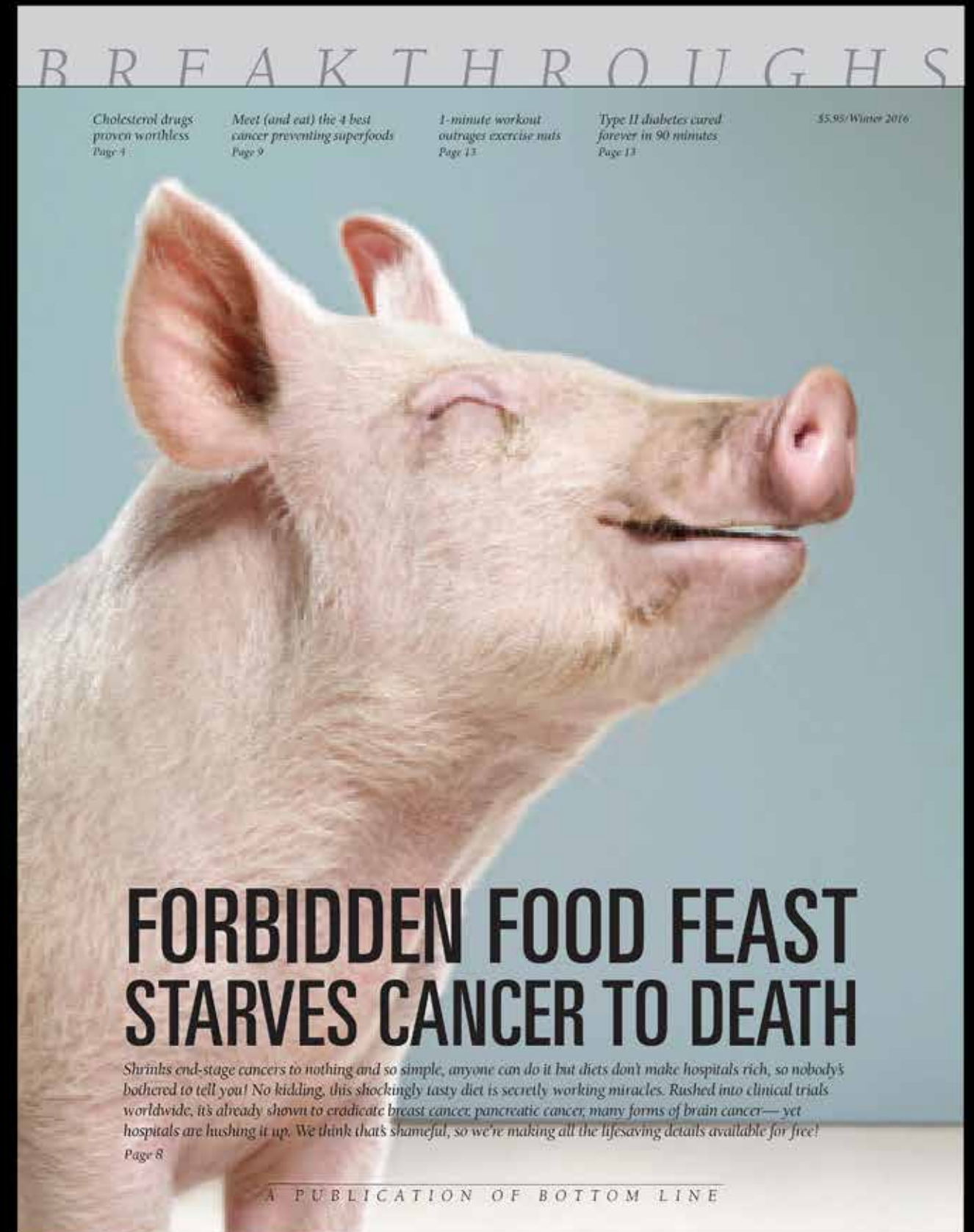
Often, to learn something we need to break through the barriers of response—testing our brand to extreme limits—then incrementally reeling back to see where the issues are.

I believe in bold, transformative change over incremental adjustments.

Go bold or go home.



BEFORE Control Package



AFTER This package received a huge lift over the control package. Can you guess by how much?



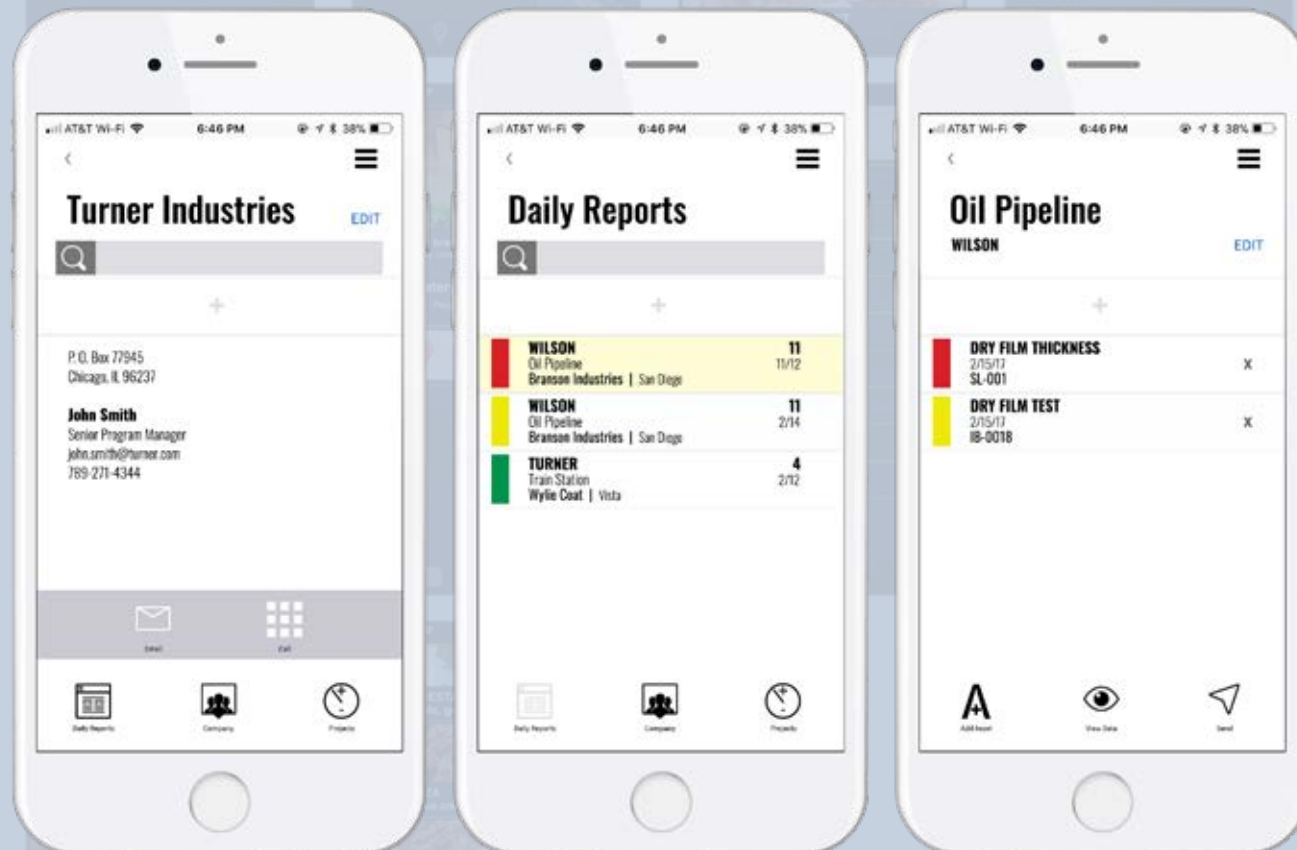
## MOBILE

### THE BRAND IN HAND

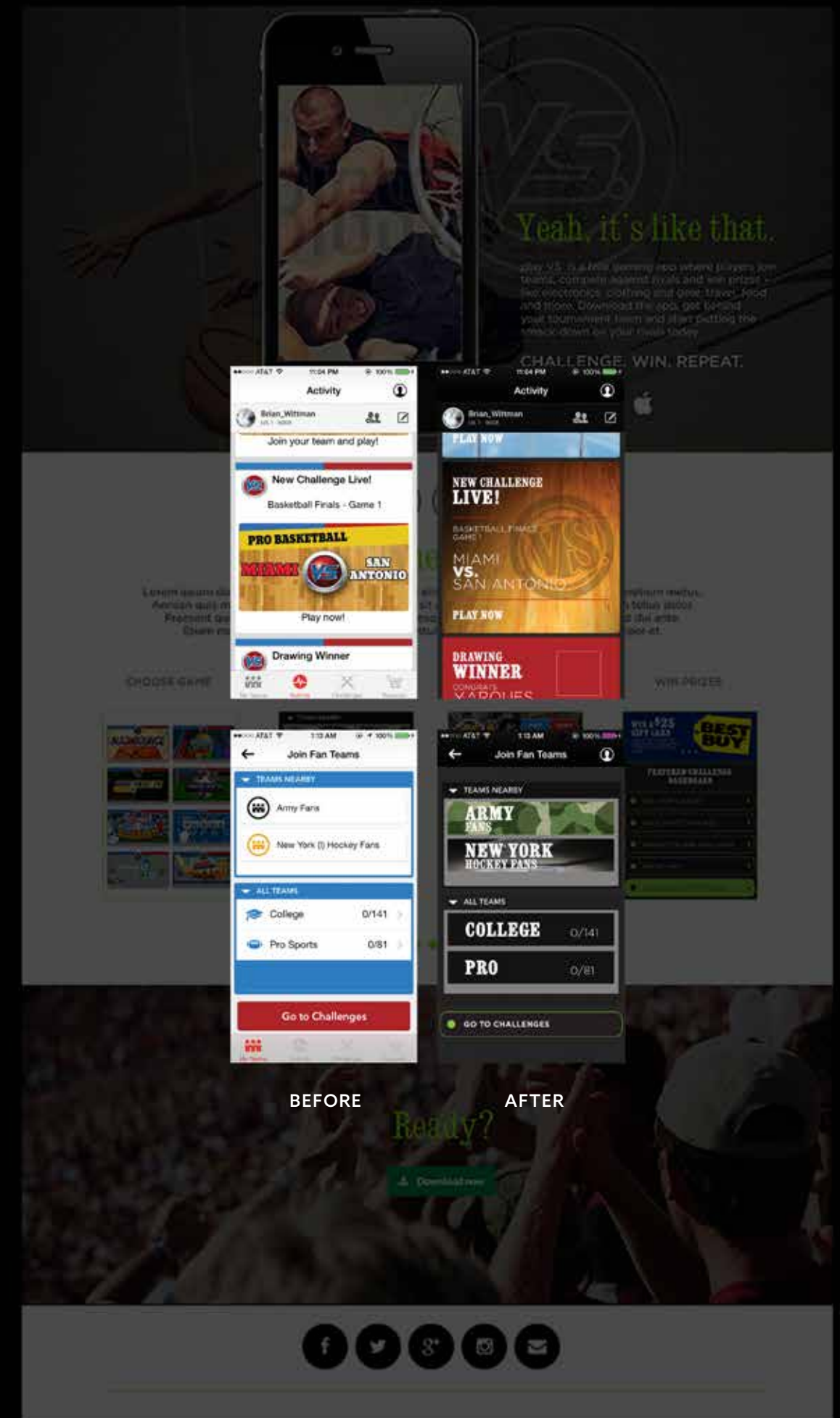
While I'm not a UX or app programmer, I've had my fair share of UI assignments where I'm asked to apply my branding design (and often copywriting) skills to repair or replace an existing flow.

My approach is simple, we are communicators.

The way we instruct is the way we design. Clearly.



COLUPON APP FLOW, MANAGE QC ICONOGRAPHY AND DESIGN PLAYVS. BEFORE AND AFTER APP AND WEB DESIGN.



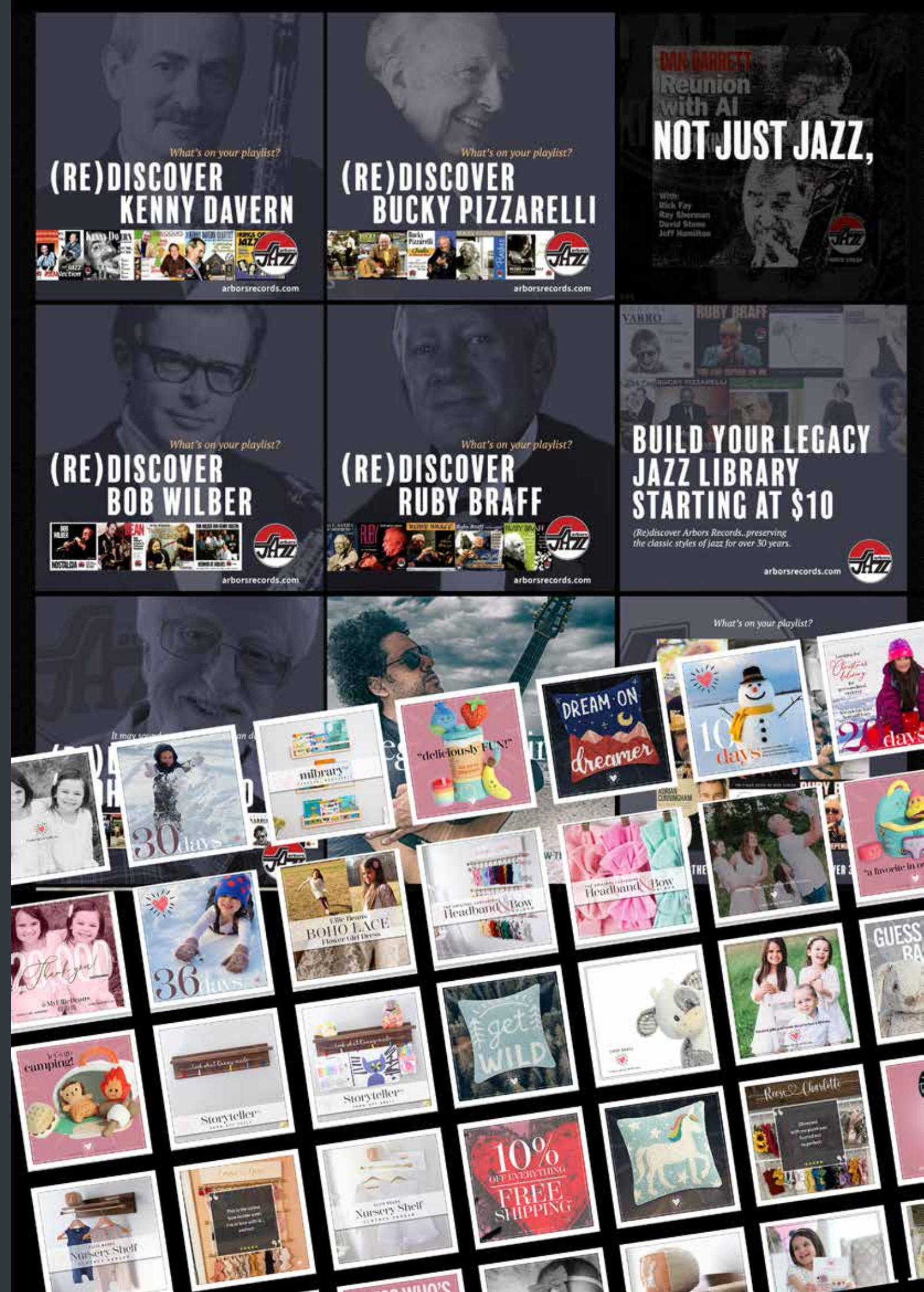


## STORY TELLING THROUGH SOCIAL

Brand language and development occurs in real time through social strategies. Its need for speed challenges us to engage micro-attentive customers usually in 3 seconds and under 40-50 characters.

The use of established brand assets allows us to test and retool our creatives for better functionality. As important is the refined cadence of the media calendar—building your story and brand affinity over time.

No out of the box templates for me!









## TYPOGRAPHY: THE ACCENT AND FLAVOR OF BRANDING

Brand Personality or Personality Branding both take a similar path. In packaging, for example, first impressions matter.

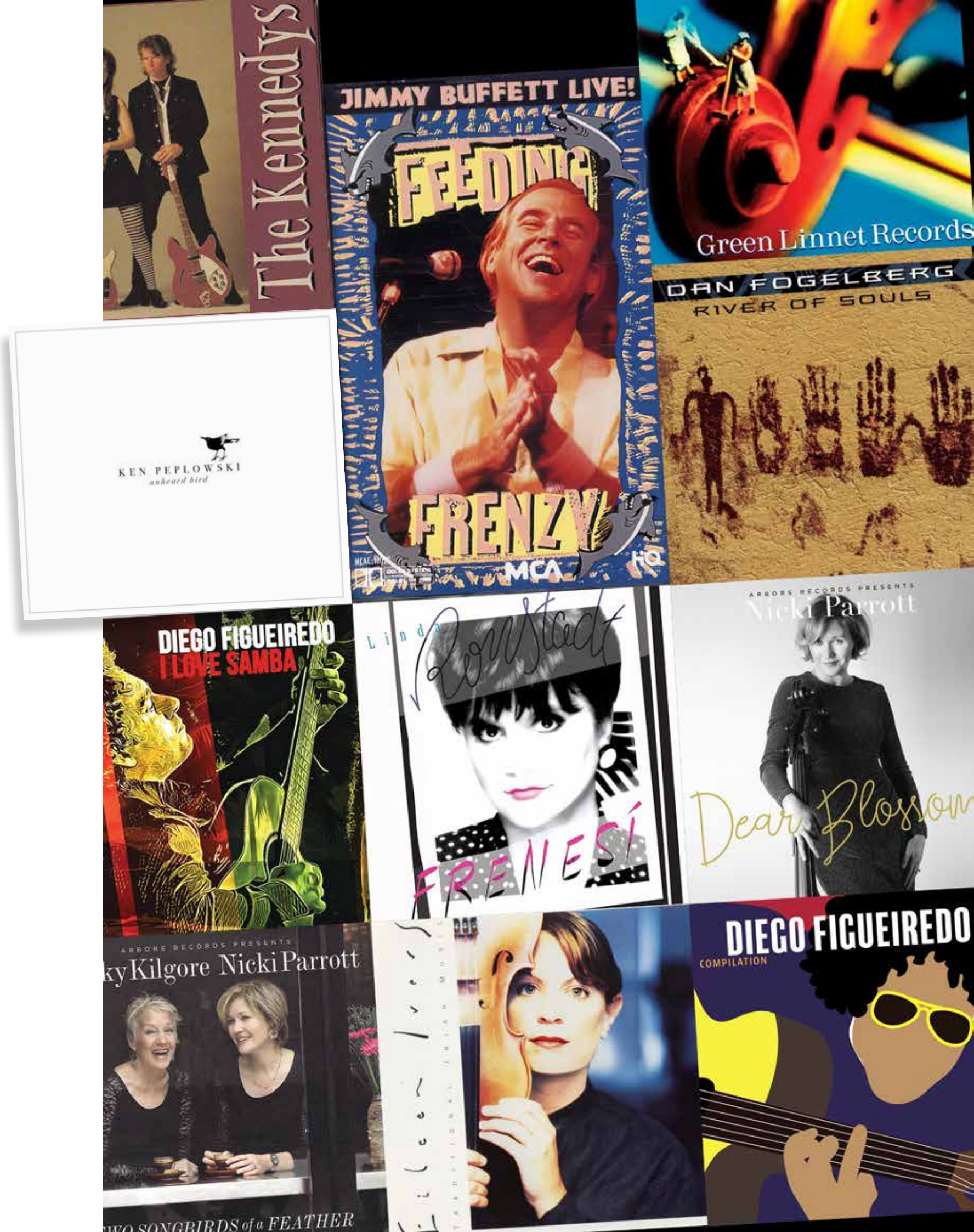
We do judge our books by their covers.

I've had the pleasure of designing over 250 album releases, working with artists to bring their project *and* their personalities forward.

Design, art direction, photography, illustration, admittedly, with an emphasis on typography. ;)

“Brian is a terrific designer and creative director with a remarkable eye for what speedily communicates. One of the best. I know that because we worked closely on highly visible projects in London at both my companies in Hollywood, California. He’s a great bloke to have running the show.”

-Kosh, multi-Grammy award winner and creative director of the Beatles iconic albums, *Abbey Road* and *Let it Be*.





## BILLBOARD MUSIC AWARD

Coveted by recording artists worldwide, I am proud to have designed this award at a time when Biggie and Michael were still pumping out hits.

The best music from around the world atop an apex is instantly communicated in the design.

“A multi-talented futurist, always designing and planning projects on the cutting edge of trending design and technology.”





## CHARACTER BRANDING

WWF, now WWE is the world's largest wrestling promotion and entertainment company.

The Undertaker is one of its most enduring characters. For several years, I provided the following services...

Brand ID and merchandise for The Undertaker

Catalog design

Photo art direction

Develop the WWE Travel Club assets

DVD and media kit packaging

Did I mention merchandise? *And, lots of it!*





## "CONTENT"

Content used to be what filled the space between ads. Now, it's the lifeblood of every brand, the magic word that turns marketing plans into strategy gold.

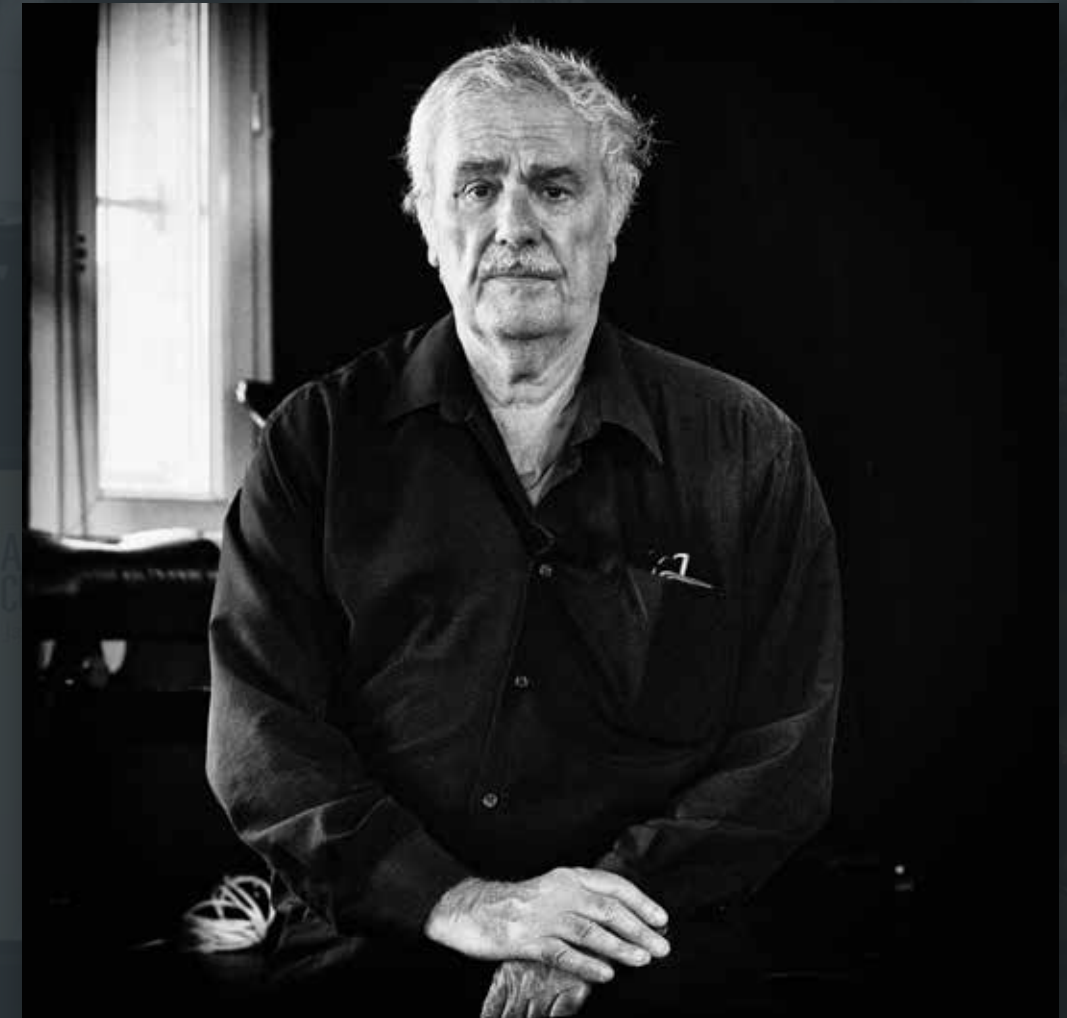
Everyone's chanting 'content is king,' but the real royalty lies in creating meaningful, engaging pieces that resonate with your audience—not just churning out clickbait.

In a world flooded with noise, content done right is what sets a brand apart.





## PHOTOGRAPHY



I started as a professional photographer at age 15, shooting weddings and products—eventually portraits and more serious commercial endeavours. My current gallery is accesible from my core website.

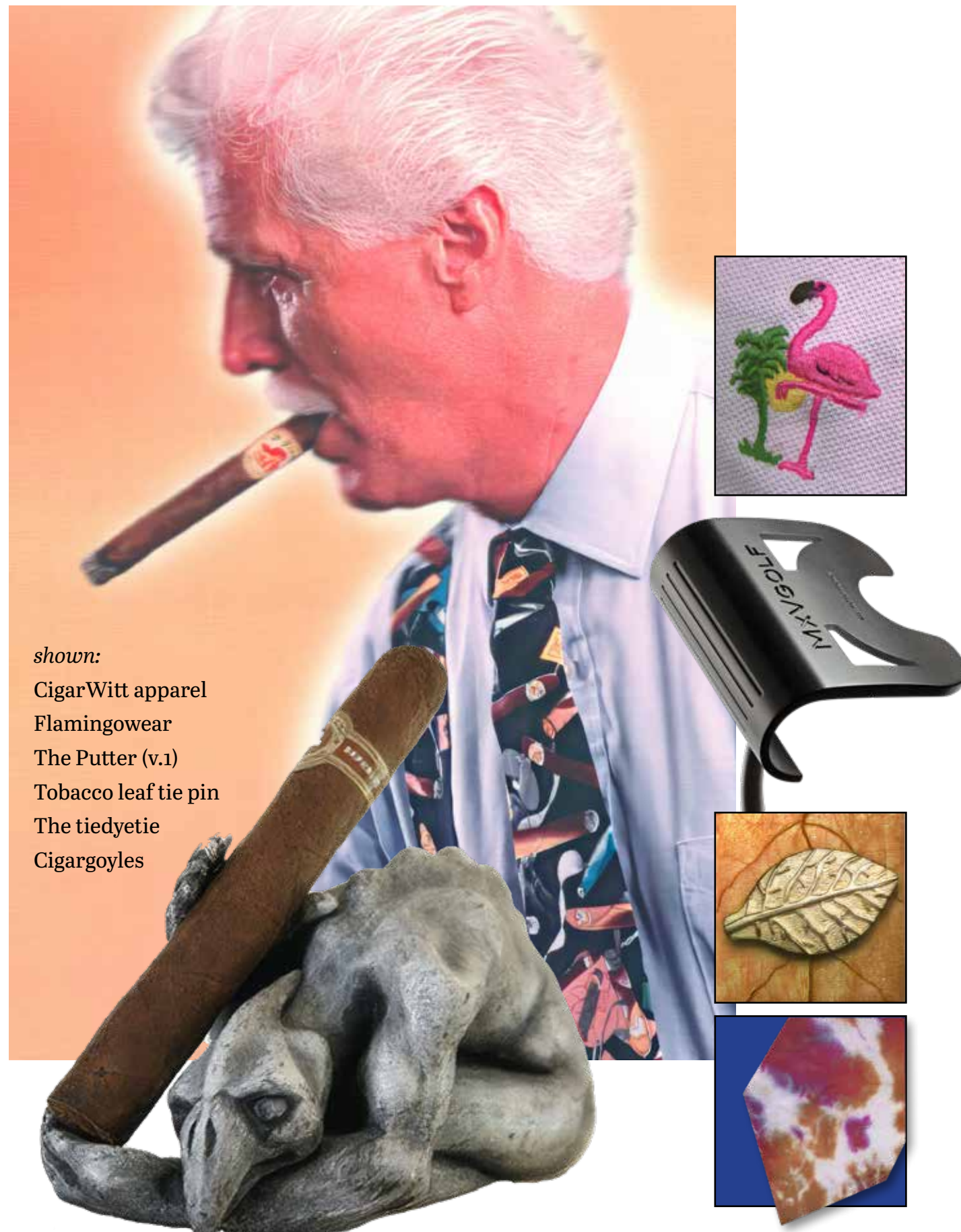


## THE SIDE HUSTLE

Inspired by the gaps I see in the market, I create products I wish existed, turning 'why not?' into 'why hasn't anyone done this yet?' It puts all my skills to work, challenging me to push boundaries in design, branding, and marketing.







*shown:*  
CigarWitt apparel  
Flamingowear  
The Putter (v.1)  
Tobacco leaf tie pin  
The tiedyetie  
Cigargoyles





## AND ALONG CAME AI...

I'm a believer in **RI** (real intelligence), but with AI, I couldn't ignore its vast potential.

While I remain neutral and my experience is still unfolding, it's clear that AI offers limitless opportunities.

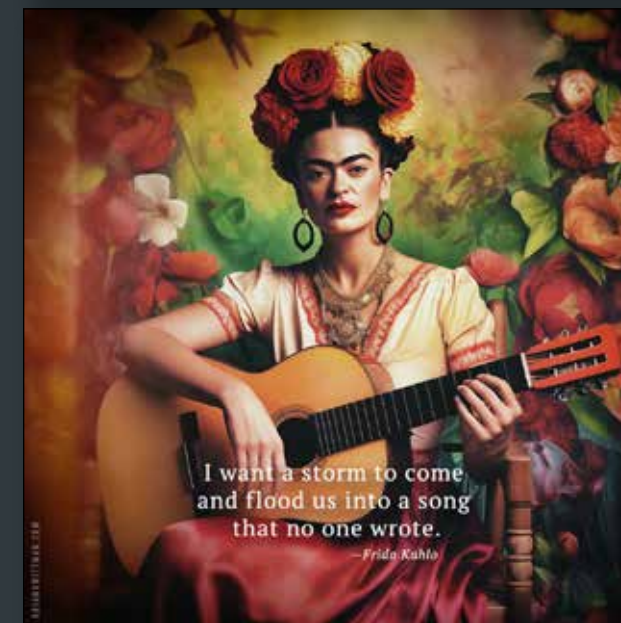
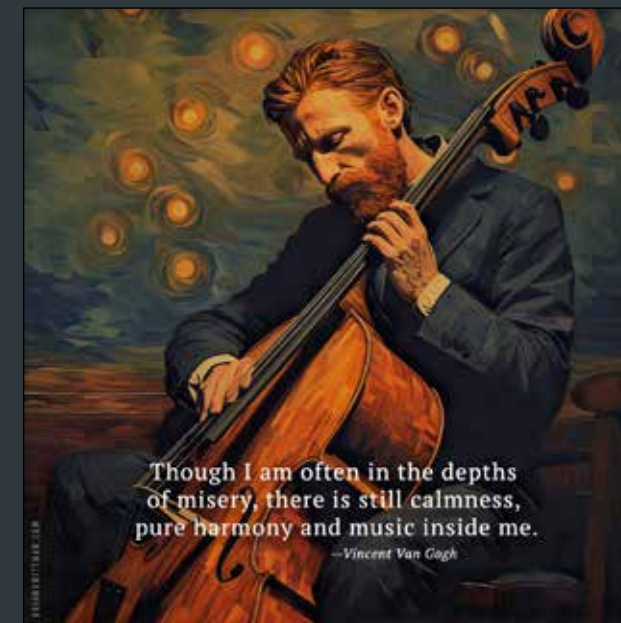
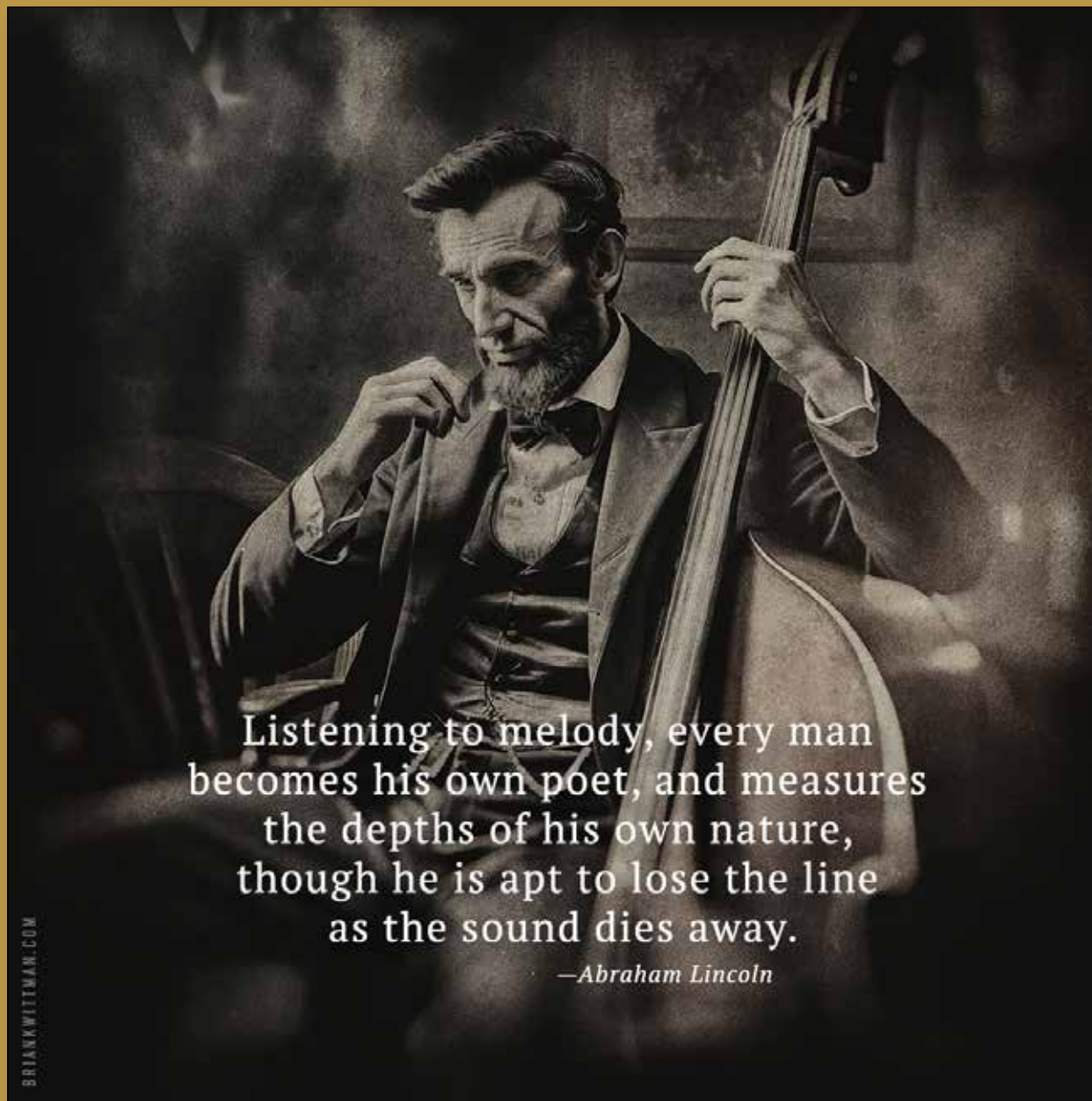
Instead of viewing it as a threat, I see AI as a powerful ally that can amplify our creativity, streamline processes, and unlock new possibilities that were once beyond reach.

“He always gives you new ideas, unexpected ideas, business-savvy ideas, response-boosting ideas, gotta-do-it ideas, and the ones I like best: the thought-provoking, over-the-top, man-I-wish-we-had-the-money-to-do-that ideas. As a designer and business thinker, Brian is a valuable creative resource.”





## *If Geniuses Played Bass*







BRIAN WITTMAN

On Brand

bkwtmnan.com

+1415420523



**Brian Wittman**

bkwittman.com

linkedin.com/in/bkwittman

+61 477 450 253

**Summary**

Visionary Creative Director with a proven track record of driving brand innovation, leading high-performing teams, and delivering impactful campaigns. Adept at aligning creative strategy with business goals to produce measurable results. Expertise in brand development, digital marketing, and cross-platform content creation.

**Key Accomplishments**

- Directed a rebranding campaign that increased multi-channel engagement, boosting revenue by \$4-10M.
- Spearheaded creative strategy for a leading e-commerce platform, contributing to its market valuation growth from \$2.3B to \$24B.
- Launched award-winning campaigns and innovative products across industries, from fashion to sports.
- Reduced operating costs by over \$500K annually through process optimization.
- Recognized with 5 patents for groundbreaking golf putter designs.

**Professional Experience****Vice President**

Arbors Records, Clearwater, FL

- Restructured business processes, significantly reducing costs while enhancing operational efficiency.
- Directed A&R, product design, packaging, and marketing for new releases.
- Developed digital marketing strategies, increasing brand visibility and audience engagement.

**Chief Creative Officer**

BottomLine Inc., Stamford, CT

- Led a creative team of 22+ designers and copywriters to deliver innovative marketing campaigns.
- Orchestrated a comprehensive rebranding initiative, driving a 21-61% lift in campaign response rates.
- Established a consumer-facing website and e-commerce platform, expanding digital presence.
- Achieved \$500K+ annual cost savings through operational improvements.

**Creative Director**

priceline.com, Stamford, CT

- Directed the development of a pioneering brand identity for a leading e-commerce company.
- Produced high-impact multimedia campaigns featuring prominent talent, managing a \$2M budget.
- Led a team of 16 designers, ensuring alignment with strategic business objectives.

**Core Competencies**

- Creative Direction and Brand Strategy
- Digital Marketing and Content Creation
- Cross-Functional Team Leadership
- Direct Response Design and Consumer Engagement
- Product Innovation and Development

**Software Proficiency**

- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Microsoft Office Suite
- Final Cut Pro, Logic Pro
- Shopify

**Portfolio available at: [bkwittman.com/cv.pdf](http://bkwittman.com/cv.pdf)**