BLAKE RICIANYI

CREATIVE DIRECTOR
AI PROMPT WHISPERER

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Creo ergo sum. – I create, therefore I am.

Creative Director with 10+ years of experience building brands, leading creative strategy, and turning vision into value. I embrace AI not to replace creativity, but to amplify it—accelerating ideation, expanding possibilities, and optimizing execution. I bring together design, marketing, technology, and storytelling to build brands that connect, differentiate, and grow. Because even in an AI-driven world, great creative work begins with human imagination.

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

TOOLS:
Adobe Creative Cloud • Firefly • Figma • WordPress • ChatGPT • Claude • HubSpot • MailChimp • SalesForce

TimePayment / QuickSpark | August 2018 - October 2026

Creative Director / Brand Manager
I began my tenure at QuickSpark, overseeing creative direction, brand strategy, marketing initiatives, and the company's overall market presence. My responsibilities spanned the entire marketing ecosystem, from strategic planning and campaign development to creative execution, digital experiences, and sales enablement.

Following TimePayment's acquisition of QuickSpark in 2022, my responsibilities expanded to support the integration of both organizations, aligning brand strategy, creative systems, and marketing execution while preserving each brand's distinct market positioning.

I led creative direction and brand stewardship across TimePayment, QuickSpark, LeaseQ, Wheaten Financial, and Waste Funding, supporting diverse audiences and vertical markets within the equipment finance industry while guiding the evolution and eventual consolidation of multiple brand identities.

- Delivered integrated creative across **digital, web, email, social, print, events, and sales enablement** to an audience of **73K+ contacts and supporting 250+ campaigns annually.**
- Partnered with marketing, sales, product, operations, and leadership to translate business priorities into creative strategies supporting **442 submitting partners, 4,813 monthly applications, 784 funded transactions, and $6.9M in monthly funded volume.**
- Integrated AI and emerging creative technology into ideation, content development, design exploration, and production workflows.
- Led campaigns and brand initiatives from concept and creative strategy through production and execution.
- Established visual systems, creative standards, and brand consistency across customer and employee touchpoints.
- Guided creative priorities, workflows, briefs, and production to improve quality, consistency, and speed to market.
- Directed creative contributors and external partners, providing strategic feedback and maintaining brand standards.

GoDaddy / April 2016 - August 2018

Sr. Logo Designer
I 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
I 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 • Intertec Engineering**

Online Portfolio