Aaron (AJ) Brillantes | Associate Creative Director – Brand, Social, Content & Product

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PROFESSIONAL SUMMARY

Creative director with 15 years across agency and consulting teams for Microsoft, Acer, HP, Zipfizz, and United Airlines. I set creative direction, build the systems behind it, and still open the files. Strongest in social-first campaigns, content systems, and photo and video production, with a UX foundation that now shows up in product work on the United app. Led creative across Microsoft's consumer and enterprise brands for eight years.

SELECTED RESULTS

- **Zipfizz:** helped win the account, then led creative that contributed to 12% YoY sales growth.
- **Acer, The Little Things:** 200M impressions and 900K clicks for the Aspire Vero launch.
- **Acer x Xbox Game Pass:** a TikTok creator series that lifted sign-ups 23% and audience reactions 200%.
- **Acer Reveal at CES 2023:** an AR event and microsite with 25K+ visitors and 16.3M+ impressions.
- **United Airlines:** UI components and developer guidelines for the United app on iOS and Android.

WORK EXPERIENCE

Associate Creative Director, Art / UX Designer | Designit (Wipro) | Bellevue, WA | Sep 2020 – Present

Product design: United Airlines app *(2026 – Present)*

- Design UI components and developer guidelines for the United app on iOS and Android in Figma.
- Building developer guidelines for the new interactive map in the app's Passport experience.
- Designed Starlink Wi-Fi components for Passport's My flight journey and My aircraft screens.
- Designed responsive screen breakpoints across the iOS ecosystem, including the foldable iPhone Duo.
- Reskinned rebooking message templates for RCS and WhatsApp to align with United branding.

Creative systems and content operations

- Built a content practice delivering up to 30 assets monthly and a creator program at a $300K+ budget.
- Integrated generative AI into research, ideation, and production workflows to speed up team output.
- Managed and mentored a team of three across design, copy, and production.

Brand and campaign creative

- Set creative direction across social-first and integrated campaigns for consumer and tech brands, owning the visual language, creative standards, and execution across simultaneous workstreams.
- Played a direct role in winning Zipfizz. Led its brand system, organic social, seasonal shoots, and the Packed with Joy campaign across CTV, TikTok, and Meta.
- Led Acer social on Instagram, Facebook, and YouTube with a modular content system, plus campaign work for the Aspire Vero launch, Predator, and Xbox Game Pass.
- Art directed campaign shoots end to end: casting, wardrobe, styling, set design, and production.

Creative Lead, Art Director | Rational Interaction (acquired by Wipro) | Bellevue, WA | Sep 2018 – Aug 2020

- Art directed B2B and consumer campaigns on Meta and LinkedIn for Azure and Microsoft 365.
- Turned technical products into engaging social content around moments like Pi Day and World Backup Day.

- **Impact:** Developed a social asset production system that standardized workflows and scaled output across Microsoft's enterprise social channels.

Art Director, Sr. Designer | Ayzenberg Group | Pasadena, CA & Seattle, WA | Aug 2014 – Aug 2018

- Art directed and produced social-first campaigns across Microsoft's consumer portfolio including Surface, Xbox, Windows, and Microsoft Band, spanning paid, organic, and real-time.
- Led photo, video, and motion production, directing photographers, videographers, and freelancers.
- Built platform-native creative systems for launch, evergreen, and tentpole content, including partnerships with the NFL, Burton, and IKEA.
- Directed creative for Acer's Predator and Nitro gaming lines.

UX and Visual Design Lead | Aditive (acquired by Acxiom) | San Francisco, CA | Jan 2013 – Jan 2014

- Designed integrated digital campaigns for global CPG brands, pairing UX thinking with visual craft.

Visual Design Lead | AdRoll | San Francisco, CA | Jul 2011 – Dec 2012

- **Impact:** Designed a self-serve ad design tool that made a complex ad tech product simple for creatives.

Founder and Creative Director | Lamad Media, LLC | Bellevue, WA | Independent studio

- Social, video, and brand work for nonprofits and local businesses, including Ventur3 event sizzle reels.

EDUCATION

User Experience Design Professional Certificate | General Assembly, Santa Monica, CA
BFA, Graphic Design | California Polytechnic State University, Pomona, CA

TECH & TOOLS

- **Design and product:** Figma, Adobe CC (Photoshop, Illustrator, After Effects, Premiere, Lightroom), Miro
- **Generative AI:** Claude, Copilot, Midjourney, DALL-E, Veo, Adobe Firefly
- **Collaboration:** M365 (PowerPoint, Word, Excel, Teams, SharePoint), Airtable, Trello, Wrike
- **Social and analytics:** Sprinklr, Brandwatch, GWI, Meta Business Suite
- **Creator tools:** Modash, Favikon

HIGHLIGHTS & CORE STRENGTHS

- Creative direction for social-first and integrated campaigns, from big idea to final export
- Content systems: content practices, creator programs, and always-on social at volume
- Photo and video production: casting, styling, set design, directing, and editing
- Product and UX: components, design systems, user flows, prototyping, and developer guidelines
- Capability building, pitch work, and mentoring creative teams