
Brian Caiazza

Creative Lead

mr.briancaiazza@gmail.com

www.briancaiazza.com

917.647.0239

Detroit, MI

EDUCATION

Parsons School of Design

Design / Illustration

SUMMARY

A high-performing team leader & director. Brian's innate ability to fuse art & technology has placed him at the forefront of experience design. Hailing from the New York commercial industry, Brian is known as a vision Keeper, able to communicate, inspire, and maintain intent. Being a natural storyteller, he brings a fresh approach to problem-solving. Brian's relentless energy and passion can be seen (and heard) in all his work.

WORK EXPERIENCE

Ford Motor Company, Dearborn MI

Lead Multisensory Designer (Sound & Light)

Jan 2019 – Present

At Ford, I have led internal talent and outside suppliers in creating the next-generation connections between the customer & our products. My teams craft visual and sonic assets that live harmoniously within select moments of the user experience. Paying thoughtful attention to choreography, my process includes fast iterative prototyping, building narratives, tuning, and aligning to both brand and unique emotional spaces. I use this work to direct the respective skill teams. I fuse pixels, light & sound to build experiences that define our products & features. I direct top-tier suppliers & collaborate with internal partners to create the automotive experiences of the future.

Over the last 4 years, I have led a team of composers and strategists crafting the sonic frameworks and all music & sound design touch points for both Ford & Lincoln.

- Managing a team of multi-functional creatives
- Hands-on in creative process, marketing, graphic design, video production, & brand development
- Own agency relationships and create effective work models leveraging in-house & external approaches
- Collaborate with cross-functional leaders across engineering, marketing, brand, & business
- Sound strategy direction. Sonic brand development
- Multisensorial design & choreography
- Advanced UX research, innovation, product/feature development

Ford Motor Company, Dearborn MI

Product Designer

Sept 2018 - Dec 2018

- Cross-functional collaboration with core engineering, ergonomic, HMI, & marketing teams
- Key contributor tasked to concurrent efforts across multiple vehicle platforms
- Cross-platform agile product development Ford Motor Company, Dearborn MI

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SKILLS

Hard

Sonic Direction & Strategy,
Experience Design,
Storytelling, Branding,
2D 3D Design & Animation,
Live Action Direction, UX,
UI Design, HMI, VR, & AR Direction,
Wireframe, Storyboarding,
Copywriting, Advertising,
Futuring, Technologist

Soft

Team Builder,
Collaborative Spirit,
Optimistic & Passionate.
Focused Under Pressure,
Multitasker, C-Suite Leadership
Skills, Inspirational,
Committed to Quality,
Conceptual Thinker,
Purposeful innovation,
Constructive Feedback,
Negotiator, Mission-Driven,
A+ Written & Oral Communication
Skills, Articulate, Passionate,
Public Speaker

SOFTWARE

Adobe Creative Suite,
Cinema 4D, Unreal
Engine, Logic Pro,
Figma, Miro

WORK EXPERIENCE (CONTINUED)

Ford Motor Company, Dearborn MI

Lead Motion Designer

March 2017 - Sept 2018

- Vehicle design theme development
- UX, UI Motion Systems, animation guidelines & implementation
- 2D 3D motion graphic design

Goodlookin, New York

Owner / Founder

January 2006 — December 2016

Located in the heart of Tribeca, Goodlookin was an industry leader. We were known for our ability to craft a wide range of commercial content. From film trailers to network rebrands, online promos, music videos, industrial films, & documentaries. It was here that I evolved into a true multi-hyphenate. A hands-on creative lead with a proven record of producing work for some of the world's most recognized brands. I learned how to motivate & inspire our teams to deliver superb creative work.

- Creative lead, branding/design & animation
- Management of 2D / 3D artist's pipeline
- 360 marketing campaign development & deployment
- Filmmaker, live-action director

Client list: Microsoft, MTV Networks, YP, Cabi, Omnicom Media Group, Nordstrom, Discovery Communications, Infor, DIY Channel, Vitality, Coldwell Banker, Avon, Concord Records, CoverGirl, Kim Kardashian, Fincad & The Motley Fool

iN8Skills, New York

Motion Graphics Designer - Freelance

August 1996 — December 2005

Immediately after graduating from Parsons, I started my first company, iN8Skills. Located in a post-production facility on the corner of Broadway & Houston in Soho, NY. I tore into the motion graphics world with an edgy style. Combining aggressive picture/typography editing with a keen design sense, I consider myself a pioneer of the broadcast design industry.

- Designer / Animator / Editor