# Jake Maisel

Brand & Experience Design Lead · Art Direction · Brand Identity · Campaign Creative · Digital Experience

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Brand portfolio: jakemaisel.com/brand · UX case studies: jakemaisel.com/projects

## Professional Summary

Brand designer and creative lead with 11+ years in design, building and renewing brands, campaigns, and the systems that keep them consistent across every touchpoint, from identity and key art to motion, social, web, and digital product.

- Built identity systems, brand guides, and launch campaigns for residential brands across Arizona, California, Texas, and Utah, plus BidRev, a consumer brand at ACV.
- Took The Ryan's launch video ads from concept and storyboard through animation and the final edit, and created event identities for ARCX and Marketing Masters, two company conferences.
- Ran GoDaddy's 6-person logo team; at ACV, presented to the CEO and board and mentored junior designers.
- Five years leading consumer and dealer product design (UI/UX).

## Core Competencies

**Brand & creative:** Brand Identity & Logo Design · Brand Campaigns · Key Art & Art Direction · Brand & Style Guides · Typography · Video Ads (Concept, Storyboard, Edit) · Animated Social & Motion Graphics · UI Motion & Interaction Animation (Figma, code) · Social Media & Content Creation · Ecommerce & Web Creative · Multi-Audience Communication · Print & Environmental Design · Event Identity & Stage Graphics

**Leadership:** Creative Team Leadership & Mentoring · Executive Presentation & Buy-In · Agency & Cross-Functional Partnership · Global Team Leadership (US & India) · Multi-Project Prioritization

**Tools:** Adobe Creative Suite: Photoshop, Illustrator, InDesign (expert) · Adobe XD · Figma · Storybook · AI-Assisted Prototyping (Claude)

## Experience

**Product Designer III, Lead Designer** | ACV Auctions · Buffalo, NY 2021 – 2026

*Built and governed brands inside a product company: BidRev, white-label partner brands, and ClearCar.*

- Built BidRev, a consumer brand, from the ground up. Everything but the name was mine: identity, style guide, messaging, website, and go-to-market. A 4-week test lifted lead generation 3.5%.
- Created ACV's first white-label system so partner dealers keep their own brand inside one shared product. Ran 3 workshops, wrote the brand guidelines, and cut a 20+ week estimate to under 10; reused in 3 more products.
- Spent 3 years as lead designer on ClearCar, an AI trade-in platform for consumers and dealers; 65%+ of consumers who start its offer flow finish it. Led a 12–14 person engineering team in India.
- Chosen to lead design research for Ryan Walker, CEO of ACV MAX Digital. Presented directly to him and the board and won buy-in for 2025's largest initiative, merging two products into one (launched June 2026).
- As design lead for pricing and appraisal on a 13-designer team, grew Guaranteed Sale 10× in under a year after interviewing 25+ dealers. New Car Pricing averaged 4.2/5 for adoptability across 8 dealer groups.

**Senior Marketing Associate** | Greystar 2020 – 2021

- Designed the event identity for Marketing Masters 2021, Greystar's company marketing summit, including the brand guide, an animated save-the-date, and event signage.
- Built reusable brand systems and templates for hundreds of multifamily communities across digital, social, and on-site; cut website revision rounds from 3+ to 1–3, including the team's first-ever one-round approval.

**Senior Graphic Designer** | Alliance Residential Company 2018 – 2020

- Art directed hero imagery and key art for flagship launches in Phoenix, Miami, and Yonkers, planning shot lists that covered every touchpoint, from building wraps to web, with no reshoots.
- Concepted, storyboarded, art directed, animated, and edited three 15-second video ads for The Ryan's launch in downtown Phoenix, built from agency photography.
- Creative lead on ARCX, Alliance Residential's national conference, in 2019 and 2020. Designed the website, app, "What If?" screen campaign, stage screens, and kinetic type loops for 800+ attendees, 23 sessions over 3 days.
- Designed brand identities and campaign creative for properties and clients through Alliance's in-house agency across web, email, social, advertising, print, and environmental design; grew high-value clients ~40%.
- Within the first week, stepped in to support a junior designer and rescued the custom web build for Broadstone Osborn, winning the client's business for years and opening the door to higher-profile clients like Sawyer Place.

**Logo Specialist → Senior Designer** | GoDaddy 2015 – 2018

- Led a team of 6 logo designers from 2016 and designed 500+ logos, custom typography, and brand identities; earned the Luminary Award (2016) and three quarterly Rockstar Awards.
- Drove the development and launch of GoDaddy's first self-service logo design product, letting customers build their own brand identity.
- Ran GoDaddy's social media and LinkedIn presence, and contributed design to a 2016 Stevie Award–winning customer service program.

## Education

**Bachelor of Arts, Graphic & Web Design** | The Art Institute of Phoenix