

# Bryan Gilligan

Senior Brand Designer

Info: [www.bryan.plus](http://www.bryan.plus)  
[gilligan@hey.com](mailto:gilligan@hey.com)  
Seattle, WA

## Core Experience

### Senior Brand Designer / Aircall

2025–Current / Seattle, WA

Currently the lone marketing creative at Aircall, a B2B SaaS company of 775+ employees. Delivered a complete in-house brand refresh, built AI-assisted workflows to accelerate marketing production, and led creative for a 50-video global virtual summit and Aircall Insight 2026, the organization's internal global offsite.

- Directed a full-scale brand refresh to differentiate Aircall in a crowded CSaaS market, establishing the visual foundation for Aircall's AI customer communication ecosystem.
- Serve as a full-service creative across all marketing operations — booth design, event collateral, one-pagers, pitch decks, video production, sound engineering, and more.
- Led branding, creative direction, and built 50+ videos for Aircall's first global Virtual Summit produced in five languages, delivering 214% higher attendance than projected goals.

### Senior Designer / Continu

2022–2025 / New York, NY

Continu is a B2B SaaS start-up: a modern, AI-powered Learning Management System. Currently serve as sole creator on a marketing team of two. In 2024 and beyond, despite an 80% reduction in marketing spend due to various AI models impacting traditional lead generation, we saw 9.3x increase in lead volume, most aligning with an updated ICP.

- Served as interim-marketing lead during organizational restructuring. This included managing email campaigns, solving best-market fit, web design, social cadences, and software decisions on product launches.
- Directed a full-scale brand refresh, oriented towards new and improved messaging. The new messaging served as an internal business ethos, realigning the team on mission.
- Operate as the source of all creative: product images, copywriting, webpages, social media, emails, motion graphics, fully animated video, voice overs, product updates, product demos, and more.

### Visual Designer / AllyO

2017–2020 / Seattle, WA

AllyO is a B2B SaaS start-up, automating the world of HR. Worked with co-founders as a contract designer in 2017 to flesh out AllyO's brand with videos and other marketing collateral to garner interest. Together, we achieved Series A funding in 2018. Hired full-time in 2019.

- Collaborated with Biz Ops on developing content based on analytics from Google, Marketing Automation, Social, SEM/SEO to visualize marketing KPIs like organic visitor traffic, organic lead conversion, social followers, and media placements to showcase marketing transparency and progress to attaining company goals.
- Restructured brand to diversify from competitors, creating a human-oriented approach to AI technology and created visual guidelines for the company to follow.
- Worked in a team that executed omni-channel, demand generation campaigns to grow engaged prospects by 233% and expand social followers by 218%.



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## Expertise

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Visual Systems + Branding

Copywriting + Messaging

Web Design

Marketing + Social Campaigns

Motion Design + Animation

Packaging

Product Design

Livestreaming + Webinars

Research + Positioning

Booth Design

UI/UX

Audio Engineering

## Software + Applications

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Figma

Claude + Other LLMs

Webflow + Other CMSs

Adobe Suite

Illustrator

InDesign

After Effects

Premiere Pro

Ableton

HTML/CSS

Wordpress

Squarespace

Jitter

## Education

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Kent State University, School of Visual Communication Design

Major: Visual Communication Design

Minor: Photo Illustration

Kent, OH. 2013–2017

## References

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Available upon request.