



Grail Mortillaro

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I'm passionate about smart creative – work that engages the customer, elevates the brand and produces tangible results. I push myself and my team to deliver more on every project – settling for “just okay” is never okay. Going beyond the ask by understanding the business, partnering with stakeholders and bringing new ideas to the table gets me excited to walk into work everyday.

RECENT POSITIONS

Creative Director

Global Payments / TSYS / Cayan | Boston, MA
7/17 - Present

- Lead a team of designers, copywriters and UX designers in the creation of all brand and marketing materials for the #3 integrated payments provider in the U.S, generating \$4B in revenue and supporting over 821K Merchants.
- Rebranded the entire Merchant division to deliver a forward thinking, technology focused experience. Results included improved brand perception, partner engagement and merchant retention.
- Improve the quality and efficiency of creative development by implementing new review processes, project management systems and a creative development approach.
- Partner with marketing, sales, ops, product, and customer service to deliver brand experiences that embrace our customer centric mission.
- Utilizing neuroscience studies and competitive research, I pitched, sold and implemented an entirely new sales presentation process.
- Merged multiple teams and created a culture of inclusion, creativity and camaraderie for a staff spread across different locations and time zones.

Creative Director, Strategy & Brand

Craft Boston | Framingham, MA
7/16 - 7/17

- Oversaw the overall brand strategy and creative for Staples and staples.com.
- Acted as the conduit between marketing, merchandising and eComm by developing deep partnerships and a thorough understanding of the business.
- Led presentations and collaborated with Staples Leadership, bringing expertise and persuasive storytelling to help influence strategy.
- Directed and mentored a team of over 40+ creatives.
- Spearhead a complete overhaul of the brand architecture and standards.
- Worked closely with leadership to establish process improvements, manage off-shore creative, external agencies and develop a positive work culture.

Associate Creative Director

Staples, Inc. | Framingham, MA
1/07 - 7/16

- Lead a global, in-house creative team dedicated to elevating the presence and impact of Staples brand products.
- Design complex, large scale design systems for packaging and marketing that supported 7,000 products and \$5B in sales.
- Partner with business development and marketing teams to deliver forward thinking, customer centric solutions.
- Utilize a process steeped in market research, smart design and a strong brand championship to influence marketing strategies and identify new opportunities for the business.

Director of Marketing & Design

Sun Capsule | Wakefield, MA
6/02-1/07

- Introduced a digital first marketing and design strategy that helped increase sales by 30% in 2004.
- Developed a customizable web app that increase traffic by 300% and generated a dramatic rise in lead gen.
- Reinvented the voice & visual language of the brand, implementing it across all mediums including products, marketing and customer communications.

EDUCATION

Academy of Art College | San Francisco, CA | 1995-1997
Major: Graphic Design • Minor: 3D & Multimedia