

Brian McCrea

Senior Brand and Design Systems Leader

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SUMMARY

Senior brand designer and creative leader with 20+ years building visual identity systems, brand strategy, and multi-channel creative for technology and consumer organizations. Deep expertise in design systems, cross-functional creative direction, and AI-native design workflows—including building a Figma plugin powered by Claude that autonomously assembles production-ready marketing emails in under 90 seconds. Equally comfortable presenting brand vision to executives and working hands-on in Figma.

EXPERIENCE

Intuit—Intuit Accountants | 2017–2026

Senior Brand and Marketing Designer | Plano, Texas

Design lead for visual systems, brand expression, and multi-channel creative within the Intuit Accountants ecosystem—a portfolio of tax and accounting software serving millions of professionals. Operated at creative director scope: leading brand strategy, running cross-functional initiatives, and setting the creative bar across product lines.

AI-Native Design Workflows

Designed and built a Figma plugin powered by Claude that autonomously reads brand guidelines, selects components, writes copy, and assembles production-ready email campaigns reducing production time from hours to approximately 90 seconds per asset. Architected the system so the AI agent operates within brand guardrails, making autonomous decisions about layout, content, and component selection while maintaining brand consistency at scale. This work represents Category 3 AI design (designing for AI agents) per Nielsen Norman Group's framework—not simply using AI as a productivity tool, but building the infrastructure an agent works within.

Brand Systems and Creative Direction

Co-led strategy, narrative, and visual system design for a bundled product packaging initiative (Packages / Value Communication System). Ran six rounds of prototyping and 30+ customer interviews to shift communication from feature lists to benefit-led tiers—deployed across pricing pages, brand, web, and product surfaces.

Served as creative director for the Lacerte Tax brand refresh, rebuilding the brand foundation and unifying voice and visuals across a redesigned website, email journeys, direct mail, a 52-page product brochure, and a premium customer kit.

Conceived and launched *The Balance Sheet*, a short-format editorial newspaper. for tax professionals during peak season—a fast, affordable proof of concept demonstrating the brand could be more human, more helpful, and less product-focused.

Impact and Scale

Led brand and creative direction across 3+ major product lines simultaneously, serving millions of tax and accounting professionals

Partnered with product marketing, content design, web, and executive leadership on high-visibility initiatives spanning pricing, brand, web, and product surfaces

TEXSOM | 2014–2017

Creative Director

Sole designer and creative director for a growing international beverage education organization. Built and unified the visual presence across editorial, events, and awards programs.

Defined editorial identity and visual system for *Sommelier*, TEXSOM's inaugural publication

Led creative direction for the annual TEXSOM conference across identity, signage, programs, sponsorship materials, and digital touchpoints

Directed visual identity for the TEXSOM International Wine Awards across print, digital, and environmental applications

Focal Point | 2003–2013

Senior Graphic Designer

Sole in-house designer for an architectural lighting manufacturer. Built and evolved the visual system over nearly 10 years.

Proposed and designed the annual Specification Guide, replacing costly binder systems with a premium hardcover catalog—cutting production costs by ~50%

Established in-house photography standards and built a library of 300+ product and environmental images used across all brand touchpoints

Unilever | 2000–2003

Senior Graphic Designer

Created digital and print assets for Unilever's North American brand portfolio—including recruitment campaigns, retail marketing, and consumer-facing materials—working within brand standards across multiple product lines at Fortune 500 scale.

SKILLS

Design and Leadership: Brand identity and visual systems, creative direction, design systems and component libraries, cross-functional leadership, stakeholder alignment, editorial design, art direction, typography, campaign and GTM creative, agency and vendor management

Tools: Figma (advanced—libraries, variables, components, plugin development), Adobe Creative Suite (Illustrator, Photoshop, InDesign), Adobe Workfront, Adobe GenStudio

AI Workflows: Claude (including API and plugin integration), ChatGPT, Google Gemini, NotebookLM, Midjourney, Adobe Firefly—applied daily as core design practice, not supplementary

EDUCATION

BFA Graphic Design, Louisiana State University

AWARDS

Adobe Creative Jam—Judges' Choice Award and Audience Choice Award | 2026

HOW Magazine—In-House Design Award of Merit | 2025

Communicator Awards—Gold Award of Excellence | 2024, 2023

Davey Awards—Silver Award | 2022

Graphic Design USA—American In-House Design Award | 2021

Communicator Awards—Silver Award of Distinction | 2019

Annual Specifier Award—Best Company Catalog | 2018