Britton M Schron
Creative Strategist and Design Leader

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Professional Summary

Britt Schron is a seasoned creative strategist with over 35 years of experience in visual design. With a strong focus on growth and data-driven results, he has extensive expertise in on and offline marketing, design, and brand building. Britt has worked with FORTUNE 100-500 companies across various industries including insurance, technology, automotive, education, apparel/lifestyle, and non-profit sectors.

His leadership capabilities have been demonstrated through roles such as **creative director**, **design director**, and **director of CX/UX**, and has a proven track record of scaling solution management to executive teams, creative teams, stakeholders, project teams, development teams, and vendors. Britt is known for providing consultative direction on numerous projects and tactically executing them when needed.

Britt's interdisciplinary skills span brand building, customer-centric design, user research, information architecture, and more. While he is a traditionally trained designer who excels in solving complex design and marketing problems across various media channels, Britt is also a player/coach who loves inspiring and empowering other creatives to deliver exceptional work while being hands-on in the design process.

> "I am not a dinosaur. I am a highly adapted creative solving complex design and marketing problems across numerous media channels."

- **35 years** in creative arts
- **30 years** of industry experience in on and offline marketing, design, and brand building
- **29 years** of leading, coaching, and mentoring
- **28 years** UX design, front-end HTML development, and design system creation
- **26 years** working with FORTUNE 100-500 companies in insurance (regulated), technology, automotive, education, apparel/lifestyle, and non-profit
- **25 years** as creative director, design director, and director of CX/UX
- **21 years** specifically with First American Financial Corporation as a brand ambassador with extensive experience managing a variety to executive teams, creative teams, stakeholders, project teams, development teams, and vendors. Provided consultative direction on numerous projects as well as tactically executing them when needed.
- **9 years** leading UX design and development teams

Core Competencies

Creative Strategy   Branding   Marketing   Team-building and Management   Project Management

UX Research and Design   Customer Journey Mapping   Information Architecture   User Testing

Design Systems   Web Design   Front-end HTML Development   Design for Accessibility   Social Media

Reputation Management   Measurement and Analysis   Organic SEO   Traditional Print Design   Mentorship

Technical Skills

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver)   FIGMA   Microsoft 365   Other

Modes

In-house   Agency   Consultative   On-site   Remote

Work Experience

First American – 2004 - 2025
Creative Director, Brand Marketing

Chief custodian of the First American brand and customer experience in both on and offline design, marketing and communications applications. 21 year portfolio of directing strategic vision and tactical execution of internal identity development, employee communication campaigns, customer facing websites, microsites, intranets, landing pages, application interfaces, native applications, email and social media campaigns, trade shows, and traditional print marketing campaigns and collateral. Lead multidisciplinary teams in a variety of complicates: creative director, stakeholder, project manager, vendor manager and development manager.

Trained as an Emerging Leader   Trained at numerous UX and design conferences

10:10 Academy – 2016 - 2024
Art Institute – 2002 – 2004
California State University at Fullerton – 1997 - 2001
Design Instructor

Taught courses focusing on conceptual and practical arts: Senior Portfolio, Art Direction, Marketing Design, Advanced Project Teams, Print and Multimedia Project Management, Design Concepts, Electronic Design, History of Graphic Design, Advanced Image Manipulation, Typography, and Computer Applications.

In addition to building and mentoring many project teams, provided creative director as faculty advisor for the CARE Program, a student-staffed agency serving local non-profit organizations in the Orange County area.

Clients Included:

Amnesty International - OC   Orangewood's Children Foundation   Info Mission   Exploring   Widow's Network

Academy for Performing Arts   Pacific Symphony Youth Orchestra   O.C. Rescue Mission   Trees Around the World

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Work Experience (continued)

Divine Inc, (formerly marchFIRST/ US Web/CKS) **– 1998 - 2002**
Senior Designer in Professional Services and User Experience.

Lead a multi-disciplinary team as MazdaUSA.com online agency of record.

Responsibilities included strategic planning, concept development, art direction, photoshoot direction, brand management, vendor selection and management, mentored junior staff, content management, graphic design, and Flash design/development.

Additional Clients Included:

Toshiba.com   Allergan.com   Amgen.com   Neulasta.com   Pacific Symphony Orchestra

Juxt Interactive – 1999
Senior Designer

Sports Specialties, a Subsidiary of Nike Inc. – 1996 - 1997
Designer

IMAGEoverload – 1995 – 2025
Creative Consultant

Creative directed and designed all projects, specializing in identity and branding, CX design, web design, and traditional print marketing design.

Clients Included:

Nike   Land Rover of North America   Y&R   Farmer John   International E-Z UP   Tropicana   Callaway Golf

DealerSocket   Jergens Inc.   Acme Industrial   Freedom Above Fortune   ImageBEAM   OCG   10:10 Academy

Greater Atlantic Casinos   American Computer Hardware   Wyland Foundation   California Home School Sports

Favor of God   360 Solutions   Twubs

Education

California State University at Fullerton – 1996 - 2001
Master of Fine Arts in Graphic Design

California State University at Fullerton – 1992 - 1996
Bachelor of Fine Arts in Graphic Design

References

References and salary requirements available by request.