



IAN DRISKILL

PROFILE

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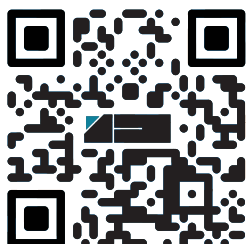
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PROFESSIONAL SUMMARY

Senior Digital Creative Director with 20+ years of experience shaping interactive experiences, leading teams, and delivering award-winning campaigns across web, mobile, and streaming platforms. Seeking a senior role focused on driving audience engagement, innovation, and business growth through modern digital experiences.

EXPERIENCE

Warner Bros. Discovery *Knoxville, TN*
Creative Director 2022 - 2026

- Influenced creative strategy by translating shifts in advertiser priorities and consumer viewing behaviors into platform-specific digital and streaming solutions.
- Evolved creative workflows to increase efficiency while protecting team bandwidth and long-term sustainability.
- Drove year-over-year revenue growth for the division through scalable digital display ad products, leveraging templates and agile workflows to move faster and do more with fewer resources.
- Advanced advertiser engagement across digital and streaming platforms by developing new interactive ad products and improving speed-to-market through vendor partnerships.
- Partnered with senior leadership to explore and implement AI models that enhanced creative team productivity and supported new, audience-centric engagement opportunities across digital platforms.
- Actively supported career growth for direct reports through regular one-on-one engagement, addressing concerns, removing growth barriers, and aligning development with individual goals.

Discovery *Knoxville, TN*
Creative Director 2019 - 2022

- Collaborated with fellow Creative Directors on discovery+ marketing campaigns, contributing interactive and digital experience leadership across platform, promotional, and advertising initiatives.
- Led advertiser creative integrations for HGTV Dream Home, partnering with brand sponsors to concept, design, and execute native digital experiences that seamlessly aligned advertiser goals with editorial storytelling.
- Primary creative lead for corporate website initiatives, driving design direction and alignment.
- Partnered with legal, HR, editorial, product, technology, and senior leadership to guide creative solutions through complex approval processes.
- Led creative direction for corporate social good campaigns and purpose-driven websites, balancing storytelling with accessibility, clarity, and reach.

Scripps Networks Interactive *Knoxville, TN*
Design Manager 2012 - 2019

- Managed and mentored a team of designers through clear creative direction, hands-on art direction, and consistent feedback to elevate design quality across digital platforms.
- Guided direct reports' career growth through regular 1:1s, performance reviews, and development plans.
- Managed external vendors and agency partners, providing creative oversight, art direction, and quality control to ensure brand consistency and delivery excellence.
- Translated high-level strategy into clear, actionable design direction for teams and partners.

Senior Interactive Designer 2008 - 2012

- Owned interactive designs from concept to launch across digital platforms.
- Contributed to design systems and reusable components for increased scalability, efficiency of ad products.
- Mentored junior designers, providing thoughtful critique and hands-on creative guidance.

Interactive Designer 2006 - 2008

- Designed and developed interactive ad experiences across Scripps Networks owned and operated websites.
- Contributed to mockups, wireframes, and visual design elements that enhanced audience engagement.