

# Bryan Lauer

With 13+ years of experience architecting scalable design ecosystems and digital products in the Retail Media space, including but not limited to creative production. Driving creative vision for a **\$160M portfolio**, specialized in **"Phase-Zero" discovery** and national RMN launches for **Lowe's, Petco and AutoZone**. A multidisciplinary architect of proprietary Self-Serve platforms and enterprise-level digital transformations, bridging high-level business objectives with high-performance user experiences.

## Core Competencies

- Art Direction, Brand Stewardship, Team Mentorship, High-Touch Client Relations.
- Self-Serve Platform Design, Phase-Zero Discovery.
- User Journey Mapping, Rapid Prototyping (Figma/Sketch), Agile/Sprint Workflows.
- AI-Integrated Creative Workflows, Proprietary Tool Development, Process Engineering.

## Professional Experience

### Epsilon (formerly CitrusAd)

Art Director | June 2021 – March 2026

- Directed creative vision for a **\$160M Retail Media portfolio**, ensuring brand excellence for high-spend national advertisers.
- Led phase-zero discovery and creative architecture for the national RMN launches of **Lowe's, Petco, AutoZone, and Ace Hardware**.
- Engineered the comprehensive design system for Petco's Self-Serve RMN, automating production for scalable brand partner growth for ease-of-entry.
- Own and manage retailer brand specs and master templates, maintaining 100% compliance across internal teams and external partners.
- Authored operational documentation and led cross-functional training to up-level production standards and duty delegation, boosting team productivity by 30%.
- Influence creative direction through performance insights and testing, partnering closely with account and strategy teams .
- Design scalable visual systems, component libraries and templates to support rapid iteration across large-scale, multi-brand ecosystems.
- Served as the primary creative bridge between Product, Engineering, and Sales to synthesize technical constraints into UX.

### SystemSoft Technologies

Senior UX/UI Designer | April 2020 – June 2021

- Spearheaded the UX/UI architecture for the RAMS platform, transitioning a legacy construction staffing model into a mobile-first digital logistics ecosystem.
- Served as the lead design contact within a **Jira/Agile workflow**, executing bi-weekly sprints to translate complex business requirements into functional modules.
- Collaborated with Business Analysts to design interconnected modules for total tradesman logistics, including automated timecards, reporting, and HR management easing and speeding up internal processes.
- Led bi-weekly presentations using interactive prototypes to validate design vision and ensure alignment with enterprise digital transformation goals

#### Location:

Town 'n' Country, FL

#### Phone:

813-778-7100

Portfolio: [www.bryanlauer.com](http://www.bryanlauer.com)



#### LinkedIn

#### Email:

[bryanlauer56@gmail.com](mailto:bryanlauer56@gmail.com)

#### Technical Toolkit

- Design: Figma, Adobe CC (Ps, Ai, Id), ReadyMag, Sketch.
- Web/CMS: HTML5, CSS3, SiteCore, Joomla, WebFlow, WordPress.
- Management: Jira, Asana, Miro,
- Microsoft 365.

#### Education

- Art Institute of Tampa
  - Bachelor of Fine Arts