

André Gressieux

Available for remote contract & full-time opportunities

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PROFILE

Brand and creative leader with a builder's instinct and a record of making brand matter in organizations where it didn't yet fully exist. I've founded and scaled in-house creative functions, launched brands across complex B2B markets, and built a career translating difficult ideas into narratives that resonate with customers, partners, and investors alike. As a full-stack creative with end-to-end capability across strategy, design, motion, and web, I bring speed and efficiency without agency dependency. I'm equally at home leading a team to consensus or executing solo.

CORE STRENGTHS

Brand Strategy & Positioning · Creative Direction · Visual Identity · Motion Graphics & Video Production · Investor & Executive Storytelling · Website Strategy, UX & Design · Integrated Campaigns · Content & SEO · Sales Enablement · In-House Creative Build-Out · Cross-Functional Leadership

CREATIVE TOOLS PROFICIENCY

Adobe Creative Suite · WordPress, Elementor · AI (Midjourney, Adobe Firefly, ChatGPT, Figma)

EXPERIENCE

Director of Brand & Marketing · *CirrusDx, Inc.*

2024 – 2026

National infectious disease diagnostics company serving long-term care and provider networks.

- Built brand architecture and messaging from the ground up, establishing differentiated positioning across B2B and patient audiences
- Drove 70% organic search growth and 57% social reach through a visual identity refresh and story-driven content program built to engage clinical and B2B audiences
- Conceived, directed, and executed a full website redesign improving UX, provider access, and conversion resulting in a 51% increase in engagement
- Built social presence from the ground up, growing following 65% through brand-consistent imagery and content designed to educate and engage a clinical audience
- Built in-house creative function, eliminating agency dependency
- Redirected \$60K from low-ROI trade shows toward digital, developing the creative and content assets that drove an 89% lead generation advantage over event marketing

Head of Global Creative Services · *Accelerate Diagnostics, Inc.*

2016 – 2023

Publicly traded diagnostics company focused on antimicrobial stewardship and rapid ID/AST solutions.

- Directed \$2.5M creative and marketing budget, with significant investment in global trade show design and brand presence across US, EU, and UAE markets
- Led creative concept development, visual identity, and channel execution for "Do More," a six-month integrated campaign spanning social, print, earned media, and trade publications including *CAP Today*, with presence at IDSA, ASM Microbe, and ID Week; grew global social audience 60% and contributed to a 70% increase in website traffic
- Designed and built a global sales enablement platform (ShowPad), creating all content assets to improve field team access and sales experience
- Led creative execution for product launches across global markets, producing brochures, web layouts, 3D renderings, and promotional video
- Designed and produced experiential trade show environments across global markets, expanding booth footprint, unifying brand presence, and drawing the audience with meaningful, compelling content
- Developed investor-facing presentations and managed press release workflow, supporting executive communications across public company milestones
- Brought creative, video, and 3D production fully in-house, significantly reducing external agency spend

Art Director · *Oser Communications Group*

2014 – 2016

B2B trade publishing and trade show media.

- Led creative direction for trade publications and high-impact advertising materials
- Collaborated cross-functionally to improve content integration and readability

Earlier career: Creative and design leadership in media, gaming, and agency environments, building the visual storytelling and UX foundation that underpins everything above.

E D U C A T I O N

MFA Academy of Art University

BA New York University