



PORT *FOLIO.*

Brandon Douglas

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About.



Brandon Douglas

Creative Director

Director, Creative Services

Design Lead

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Social:

[LinkedIn](#)

Hello, I'm Brandon—a creative with range. Designer, artist, systems thinker, and storyteller with a soft spot for bold brands and beautiful messes. I've shaped identities, launched campaigns, and built worlds across media, tech, and culture—with a pen in one hand and a grid in the other.

I like my creative with teeth and heart. Whether it's a site redesign, a brand refresh, or a social concept that actually makes people feel something, I bring taste, intention, and a healthy disrespect for the obvious. I've worked with startups finding their voice and legacy brands looking for a remix—always aiming for work that hits strategy and gut.

Fluent in visual systems, digital weirdness, and the art of a well-placed side-eye. Based in NYC. Let's make something good—and make sure it looks damn great.

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CNET - Red Ventures

Role:
Creative Director

Team:
CNET In-House

As Creative Director, I led the transformation of CNET's digital presence—modernizing its visual identity and improving user experience in collaboration with editorial and sales teams. The goal: elevate the design without losing the trust and authority CNET is known for in the tech space.

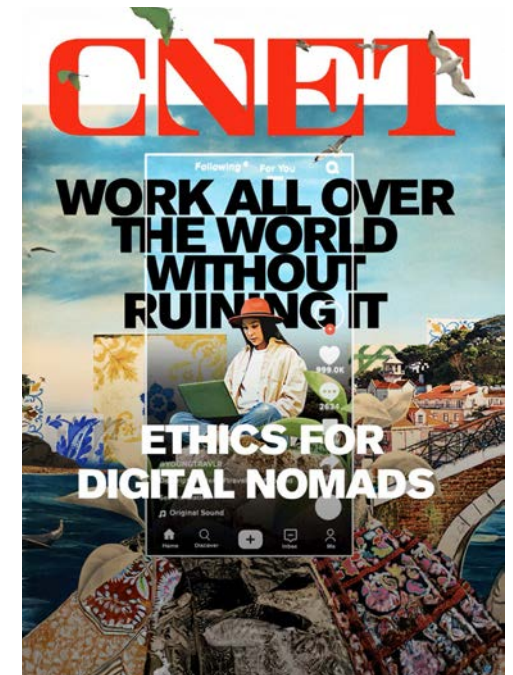
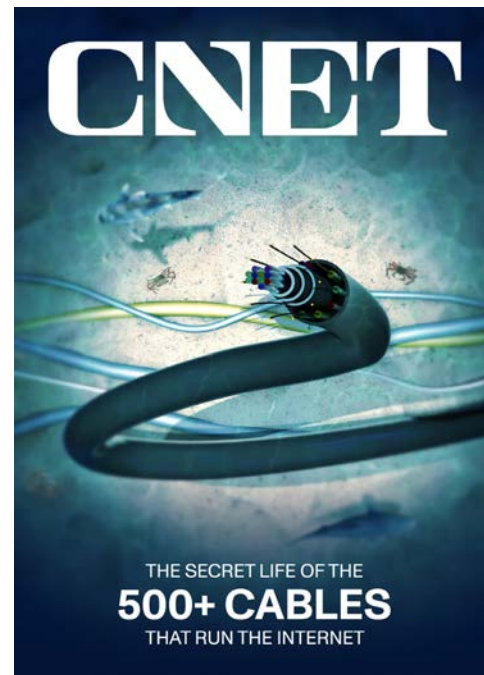
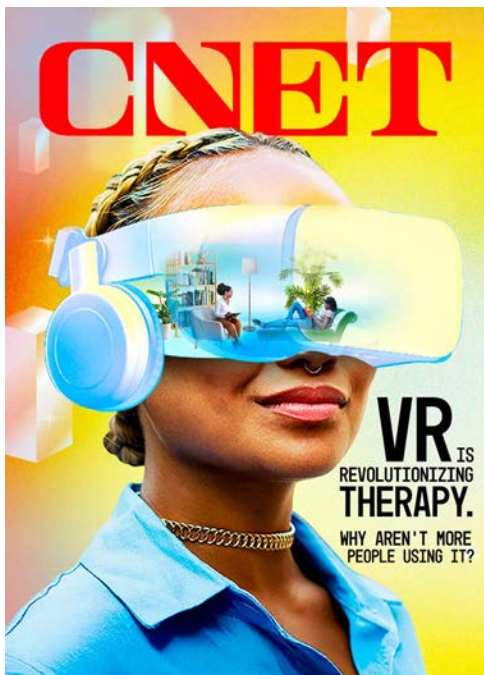
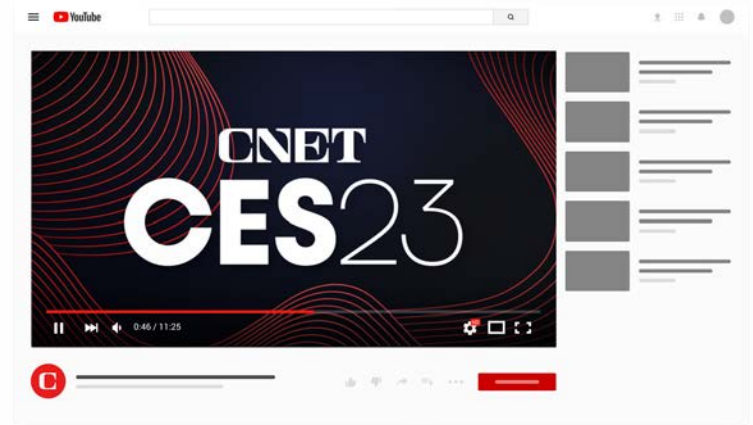
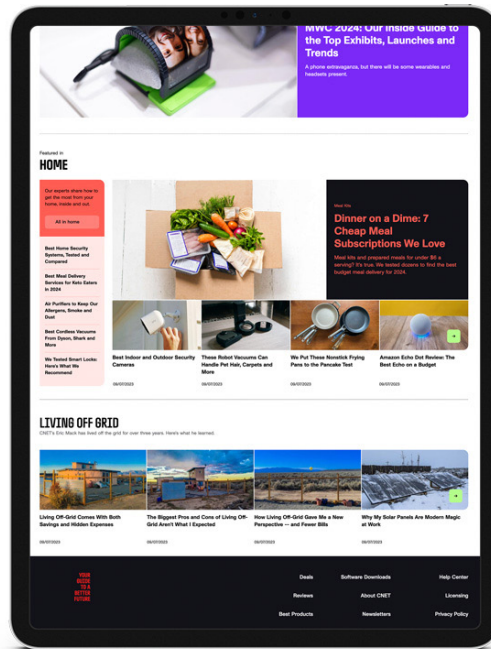
Challenge:

CNET's brand needed a visual refresh that matched the pace and polish of its reporting, while navigating legacy design systems, varied content formats, and a broad, tech-savvy audience.

Solution:

I introduced new design systems—including composite imagery, monthly covers for featured stories, and custom graphics that added flexibility and depth across platforms. I also led the redesign of key surfaces like the homepage and branded sales pages, creating a more cohesive, engaging, and future-ready experience.







LEVEL

Role:

Design Lead

Team:

PureWork Studio

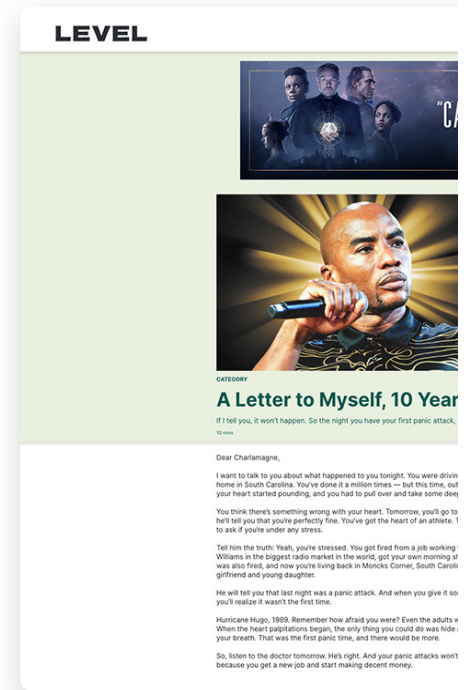
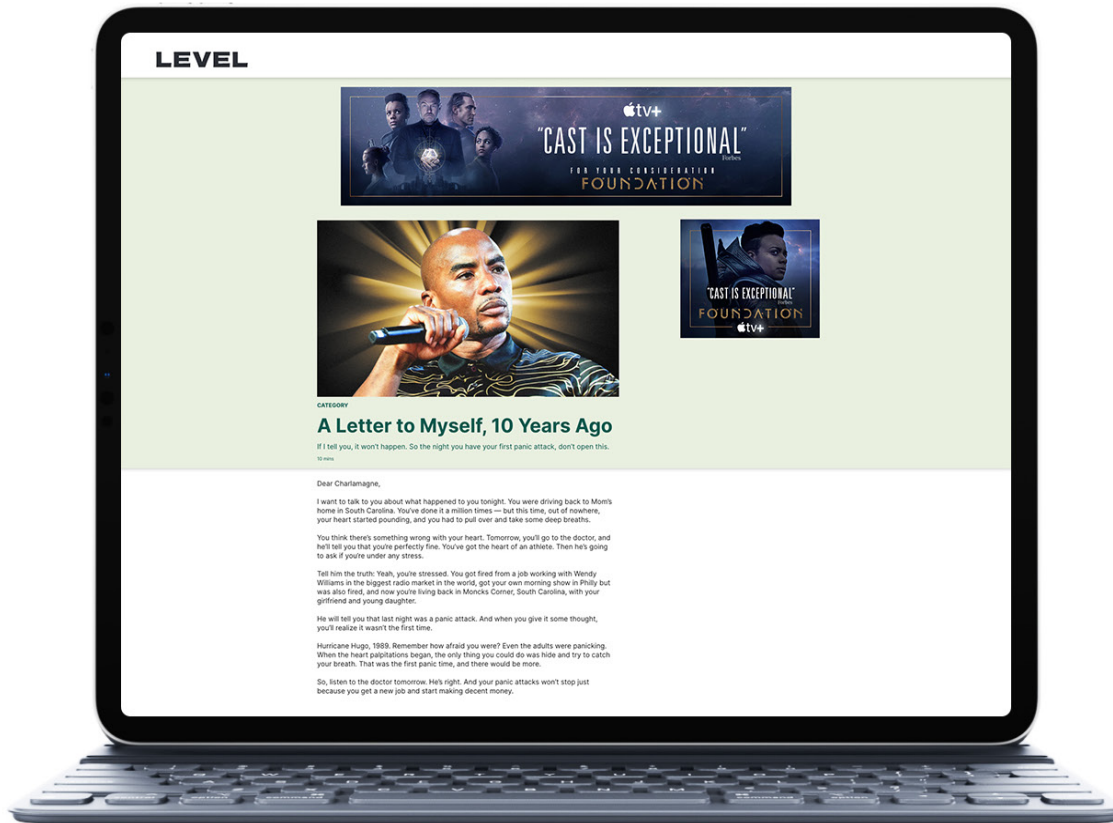
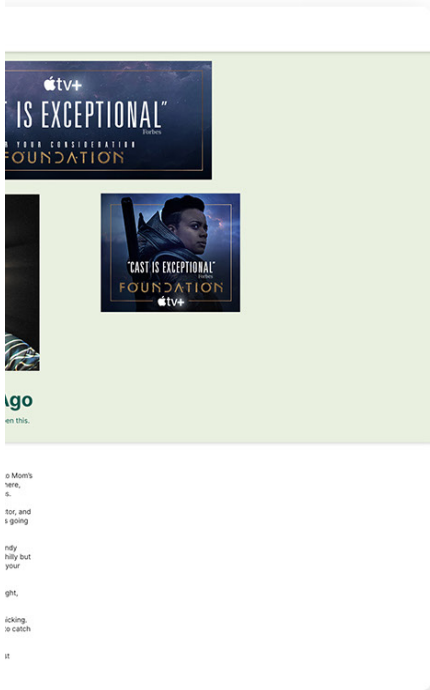
I led the full visual identity rebrand of Level, transitioning it from its former home on Medium to a fully independent platform. The goal was to evolve the brand visually while honoring the voice, tone, and community it had built over time.

Challenge:

Level needed a new identity that felt distinct and self-sustaining without losing the cultural credibility and trust it had earned. It was critical to strike a balance between clean design and layered storytelling, strength and approachability.

Solution:

I created a new logo, updated the color system, introduced refined typography, and designed a fresh site interface that felt modern, editorial, and grounded. The final identity is bright but not poppy, eclectic but not quirky, crafted to make users feel secure, seen, and on solid ground.



HELLOBEAUTIFUL

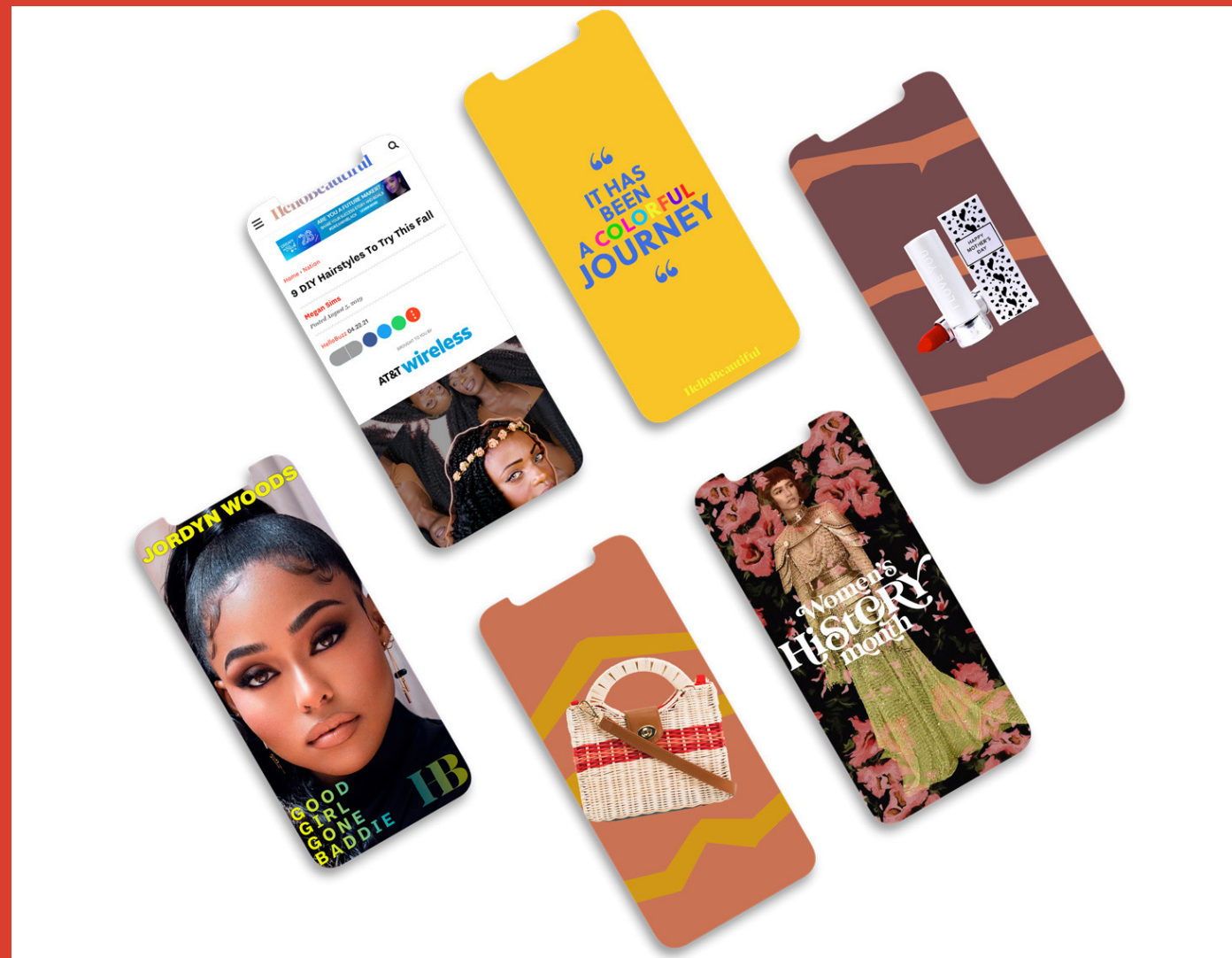
I led a comprehensive redesign of HelloBeautiful.com, reimagining the brand across digital touchpoints—from UX and branding to social, motion, editorial, and sales. The goal was to unify the brand's visual language and deepen its connection with a powerful, loyal audience.

Challenge:

HelloBeautiful needed a cohesive, elevated design system that reflected its voice—smart, stylish, and empowering—while resonating with women of color across lifestyle, culture, and wellness content. The brand had strong identity pillars but lacked consistency across platforms.

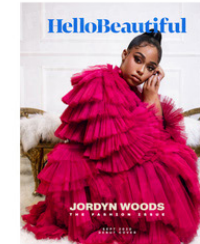
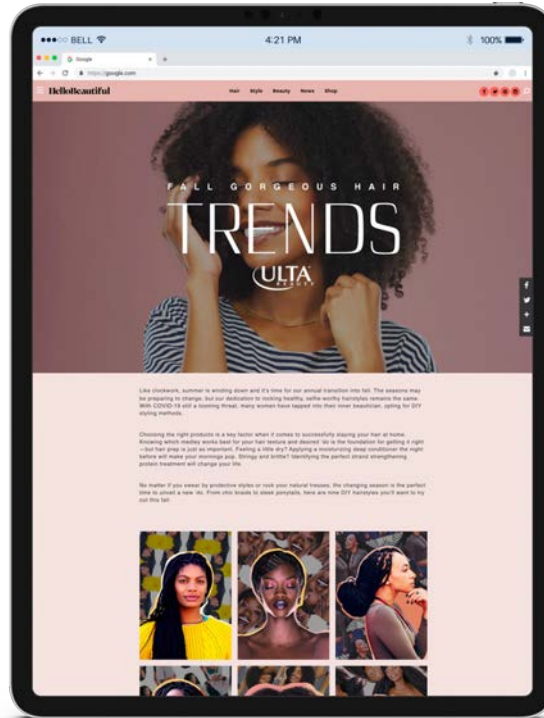
Solution:

I developed a refreshed visual identity and scalable design system that brought clarity, warmth, and modernity to the brand. This included the creation of a bold new format for HelloBeautiful's monthly digital covers—designed to feel premium, editorial, and unmistakably on-brand. From site experience to social storytelling, the work emphasized inclusivity, consistency, and cultural relevance at every touchpoint.

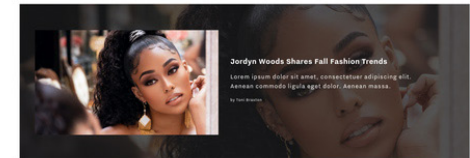


Team :
iOne Digital
In-House Creative

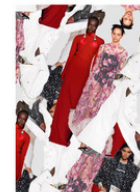
Role:
*Creative Director
Designer*



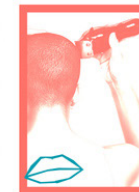
COVER STORY
Jordyn Woods: Good Girl Gone Baddie
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 By Jordyn Woods
 Photography: [Name]



Jordyn Woods Shares Fall Fashion Trends
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 By Jordyn Woods



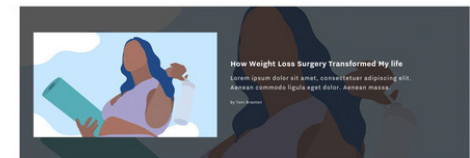
Are Modeling Contracts Are The New 360 Deals?
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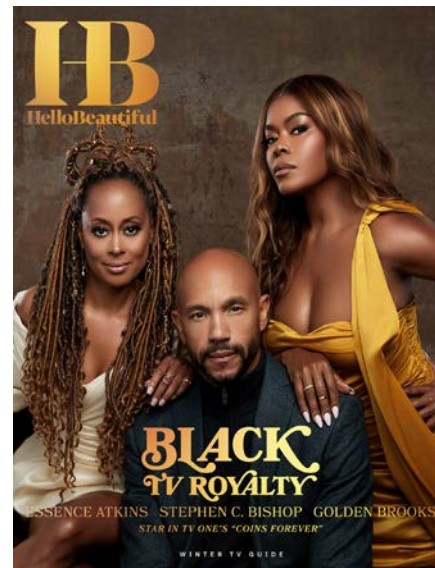
Travel Influencer Onika Raymond On Starting Fresh This Fall With A Buzz Cut
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Pear Nova Founder Rachel James Talks Fall Nail Fashion
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How Weight Loss Surgery Transformed My Life
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 By [Name]



CASSIUS



As Creative Director and lead designer for the launch of CassiusLife.com, I helped build the brand from the ground up—partnering with a newly formed editorial team to develop a bold, modern identity that positioned the site as a leading voice in culture, style, and progressive thought for Black men. The vision was clear: create a platform that felt unapologetically fresh, intelligent, and culturally locked in from day one.

Challenge:

Cassius had no existing brand infrastructure—no visual identity, editorial precedent, or digital presence. We had to define everything: the tone, the look, the experience. The challenge was to craft a design system that spoke to a wide range of Black voices and perspectives, while launching a premium media product that could stand confidently alongside legacy publishers.

Solution:

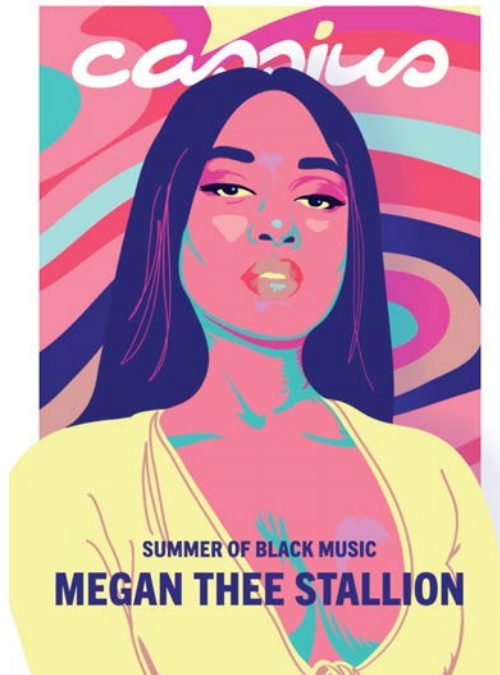
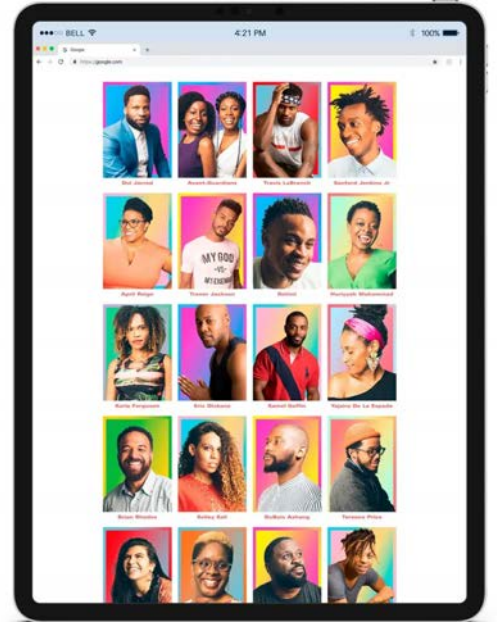
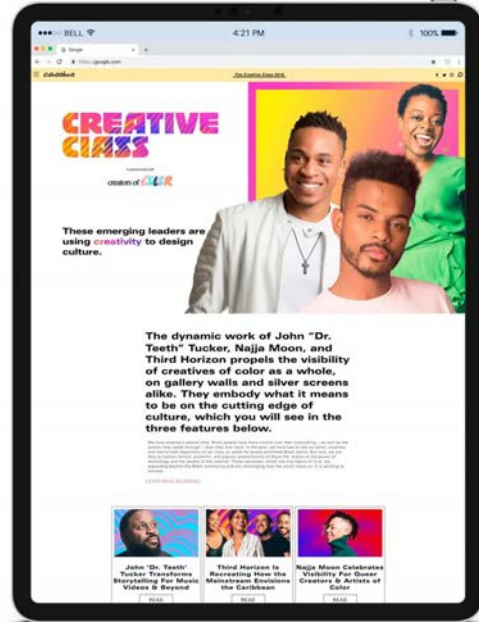
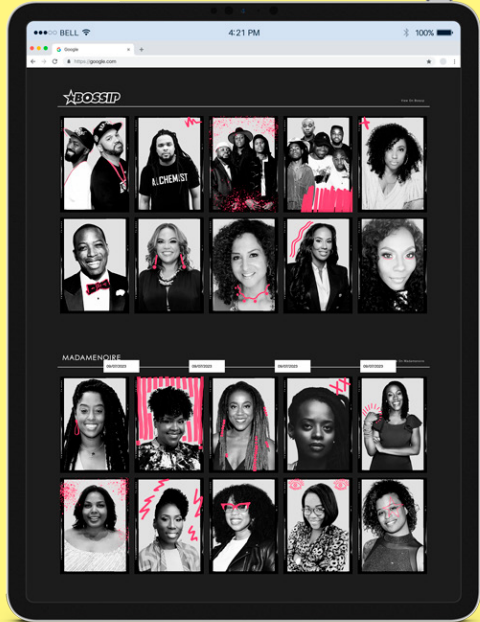
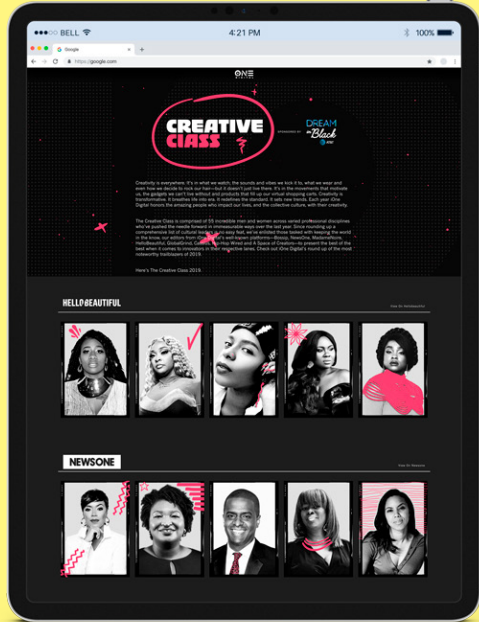
I led the creation of the site's visual identity and UX from scratch—defining its typographic voice, visual hierarchy, and motion language. I launched Cassius's signature monthly digital covers and built the creative and operational workflows to support them—ensuring they landed with consistent impact and high production value. In parallel, I helped grow and shape the design and creative services team that would continue to support brand, editorial, and sales initiatives post-launch. The result was a cohesive, culture-driven platform that looked as sharp as its perspective—and delivered day in, day out.

Role:

*Creative Director
Designer*

Team:

iOne Digital
In-House Creative



IONE DIGITAL

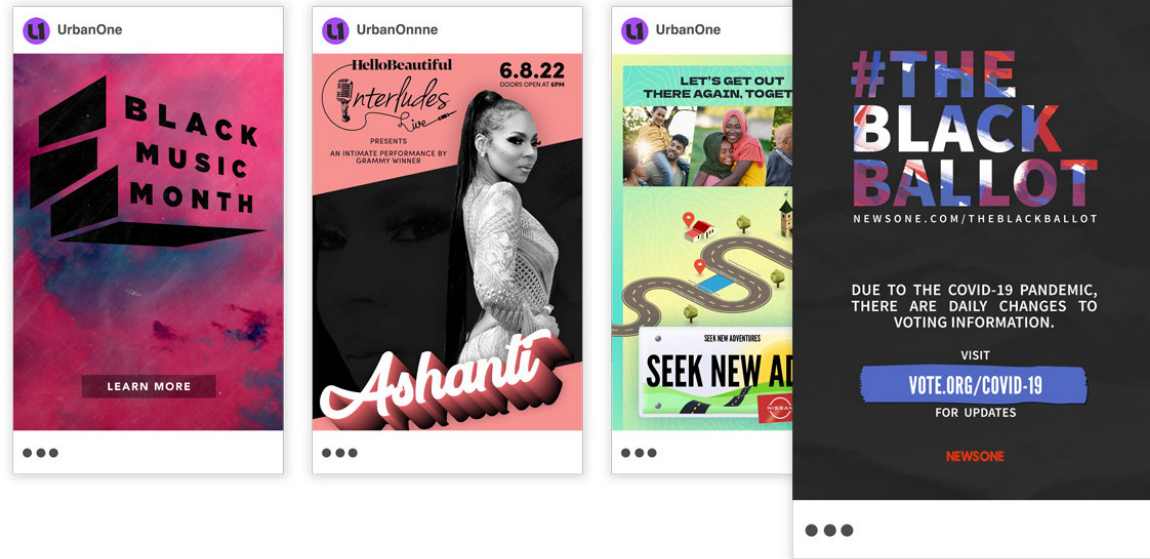
Urban 1, Radio One,
TvOne, CleoTv

Role:

*Creative Director
Designer*

Team:

iOne Digital
In-House Creative



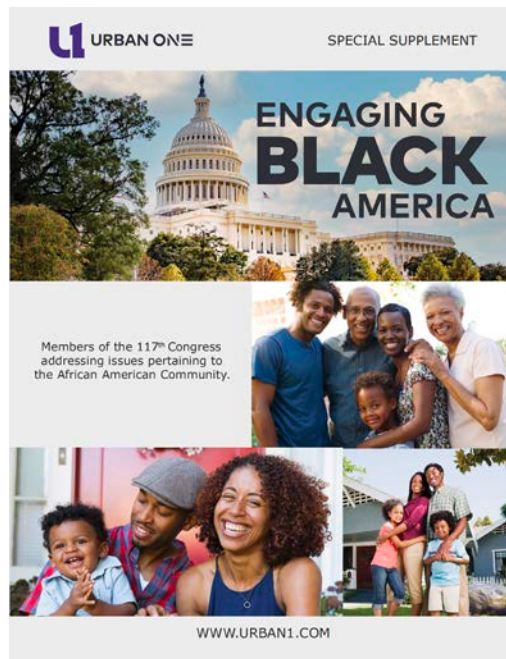
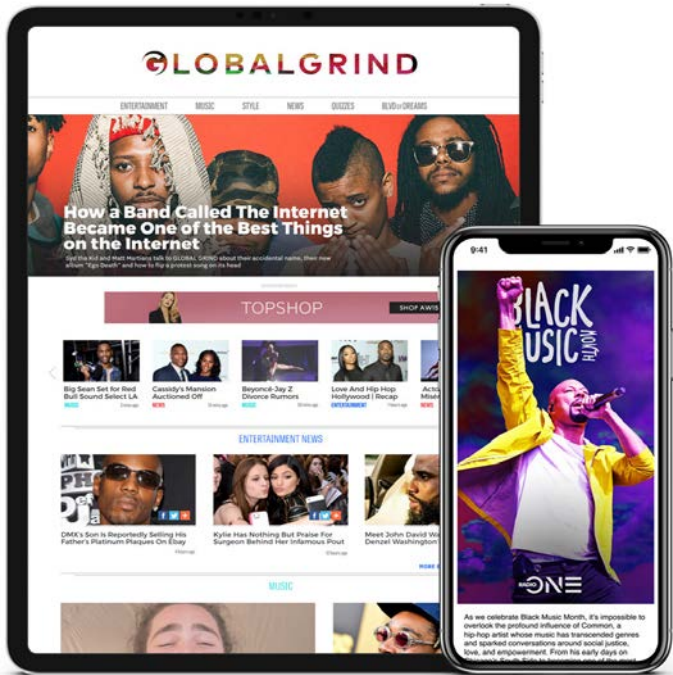
As Creative Director at iOne Digital, I led the overarching design vision across a portfolio of culturally influential brands—including HelloBeautiful, Cassius, MadameNoire, Global Grind, and Bossip—while supporting cross-company initiatives with TVOne, Cleo TV, Radio One, and Urban One. My role spanned brand identity, UX, editorial, social, sales, and motion, with a focus on driving cohesion, innovation, and audience growth across platforms.

Challenge:

Each brand within the iOne ecosystem had a distinct voice and audience, yet they needed unified creative leadership to evolve visually, improve user experience, and meet the demands of advertisers, partners, and platforms. The challenge was to balance scale with specificity, elevating each property without diluting its cultural identity.

Solution:

I developed modular design systems that honored each brand's tone while streamlining content production across editorial and sales. I introduced cohesive design languages for social and UX—mobile-first, platform-aware, and audience-driven—alongside branded motion graphics and video templates that brought consistency and flair to visual storytelling. I also led the design and strategy behind polished sales materials, from media kits to branded content decks, grounded in performance data and audience insights. By collaborating closely with teams across the Urban One network, I helped shape a more integrated, elevated creative presence—from the smallest Instagram tile to major advertiser campaigns—ultimately driving visibility, engagement, and revenue.



Melanin Awards

Role:

*Creative Director
Designer*

Team:

iOne Digital
In-House Creative

The Melanin Awards celebrated excellence in Black beauty—spotlighting game-changing products created for and beloved by women of color. As Creative Director and lead designer, I shaped a premium visual identity that brought the campaign to life across HelloBeautiful and MadameNoire, blending editorial polish with cultural authenticity.

Challenge:

We needed to create a standout beauty awards campaign that felt both luxurious and grounded—something that could earn trust from a savvy, style-conscious audience while driving interest from partners and brands. The design had to elevate the winners and feel worthy of the moment, all without falling into generic beauty tropes.

Solution:

I developed a bespoke visual system—from logo to layouts to social assets—that positioned each product winner with clarity, boldness, and intention. The creative extended across custom landing pages, branded editorial templates, and integrated social storytelling, resulting in a cohesive, high-impact campaign. The final execution felt elevated but accessible, creating a moment that resonated deeply with our audience and brought fresh value to brand partners.





PHOTOGRAPHY

Role:

Photographer

I shoot creatives, and professionals who want more than a LinkedIn headshot. My portraits balance presence with personality—crafted to feel editorial, intentional, and deeply you. Whether it's natural light in a Brooklyn studio or a styled session on-location, I bring a calm, collaborative energy that helps people show up fully. The result? Sharp, soulful images that feel elevated but never stiff—built for bios, brands, and everything in between.







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