

LAUREN GEISSLER

CREATIVE EXECUTIVE

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PROFILE

Two time founder, creative director, and experience leader who imagines ambitious new possibilities and brings them to life. Combines creative vision with strategic thinking, entrepreneurial resourcefulness, and steady leadership. Known for tackling complex challenges, developing big ideas, selling the vision, and building exceptional teams to turn concepts into reality.

Built and led one of the most prestigious event planning and design companies on the West Coast from the ground up, establishing its brand, creative direction, client experience, proprietary systems, and growth engine while producing 300+ events and managing more than \$50M in client budgets. Later co-founded an AI-enabled design-based technology company, defining its brand, product vision, and user experience while leading a multidisciplinary team spanning product design, engineering, marketing, and operations, and raising \$1.5M+ in venture funding.

EXPERIENCE

The Design League

(2022-2026)

Co-Founder, CEO · San Francisco, CA

- Founded and led an AI-enabled technology company focused on transforming event planning and design through engaging product experiences and emerging technology.
- Conceived and defined the company's vision from day one, spanning brand, creative direction, product vision, customer experience, business strategy, and go-to-market approach.
- Identified and led design for new product and business concepts, including a multisided marketplace connecting event-planning users with vendors based on their needs and preferences.
- Translated complex customer problems into compelling new experiences, including visual onboarding, interactive event visualization, automated budgets and timelines, and other AI-enabled experiences.
- Developed the strategy for incorporating AI into the platform, leading to two AI product launches in less than two months.
- Acquired over 30,000 digital assets and the license agreements to use them from over 200 of the top event photographers in the US.
- Led a cross-functional team of 5-10, including engineering, product management, product design, marketing/social media, and contractors.
- Conceived, designed, and directed a fully designed, interactive 5,000-square-foot pop-up activation in San Francisco's Union Square, contributing to a 500% increase in onboarded users.
- Led brand, marketing, growth strategy, user research, and customer feedback loops across the company.
- Raised \$1.5M+ in pre-seed funding from top tier angel investors and venture capital firms.

EXPERIENCE, cont.

Downey Street Events

(2009-2022)

Co-Owner, Creative Director · San Francisco, CA

Built a high-end event planning and design company from the ground up, leading creative vision, brand, experience design, marketing, operations, growth strategy and team development.

Creative Vision & Experience

- Established and evolved the company's brand identity and creative voice, overseeing every customer-facing expression of the business.
- Led creative direction across four custom websites, a web application, social media, print and digital marketing, studio assets, and physical installations.
- Served as final creative decision-maker, directing event designers, fabricators, photographers, videographers, graphic designers, floral designers, social media staff, and all kinds of contractors.
- Designed and directed hundreds of original environments and installations, translating ambitious creative concepts into fully realized experiences.
- Conceived of the full design for hundreds of events, including conception and selection of custom lighting, draping, rentals, tabletop, furniture, signage, invitations, digital assets, programs, tent builds, bar design, stage design, dancefloors, florals, event fashion, menu selection and styling, installations, and interiors.
- Designed and produced 300+ high-end events, managing cumulative client budgets exceeding \$50M.

Building the Organization

- Created the company's proprietary methodology for turning creative visions into executed experiences, spanning concept development, design boards, production guides, sourcing, prototyping, and on-site execution.
- Developed dozens of operational systems and tools for project management, client communication, vendor management, workflows, timelines, production guides, and employee training.
- Recruited, trained, managed, and mentored 20+ full-time and contract employees, establishing the company's culture of quality, personalization, hospitality, discretion, and unwavering dedication to the client.
- Built and directed a network of hundreds of creative partners and vendors, establishing relationships of trust and providing the leadership, communication, and resources for the team to work seamlessly together.

Brand & Growth

- Led the company's marketing and growth strategy for more than a decade, spanning social media, customer acquisition, referrals, experiential marketing, and retention.
- Directed social media employees and contractors, establishing the company's digital voice and content strategy.
- Built brand visibility through editorial coverage in dozens of magazines and blogs.
- Personally curated 300,000+ photographs from 300+ events, creating a comprehensive visual library for marketing and portfolio development.
- Secured \$100K+ in PPP funding and maintained full-time employment through the COVID-19 pandemic.

Bacon Family Trust

(2017-Present)

Trustee, Real Estate Manager

- Provide strategic and financial oversight of commercial real estate assets totaling \$40M+, including a major commercial shopping center.
- Solved complex leasing and occupancy challenges, increasing shopping center occupancy from 70% to 100% during the pandemic and attracting national tenants including Starbucks and Five Below.
- Personally negotiated complex 10-30 year commercial leases with top legal representatives from Trader Joe's, Five Below, Starbucks, and McDonald's.
- Led the successful \$26M sale of three related commercial properties, navigating complex environmental, permitting, accounting, disclosure, and transaction issues.
- Final decision maker on asset management strategy, leasing, negotiations, and major property decisions.

EXPERIENCE, cont.

Kirkland & Ellis

(2006-2009)

Litigation Associate

- Managed complex civil litigation from research and discovery through depositions, motion practice, court filings, and trial.
 - Developed expertise in high-stakes analysis, negotiation, persuasive communication, trial strategy, and complex problem-solving.
 - Served on the firm's recruitment committee, contributing to talent evaluation and hiring.
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EDUCATION HISTORY

Stanford Law School

Juris Doctor (2003-2006)

University of Southern California

Bachelor of Science, Public Policy and Management (1999-2003)

CORE STRENGTHS

Creative Direction

Creative Vision · Concept Development · Environmental & Spatial Design · Brand Development · Art Direction
Storytelling · Innovation Strategy · Business & Product Ideation · Emerging Technology

Physical and Digital Experiences

Client Experience · Event Identity · Custom Fabrication & Installations · Signage & Wayfinding · Floorplan Design
Scenic & Lighting Direction · Interactive Experiences · Event Production · Hospitality · Product Design · User
Experience · User Research · 0-1 Product Development

Executive Leadership

Team Building · Creative Culture · Cross-Functional Leadership · Executive Communication · Negotiation
Partnerships · Operations · Fundraising · Growth Strategy · Coaching & Development