

Leah Thibodeau (she/her), Creative Director

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EMPLOYMENT HISTORY

2019 — Present

Sr. Art Director, Everly Health (Everlywell)

Austin, TX | Remote

Branding: **Developed Everlywell and subsequent brand look-and-feel** across all channels and mediums.

- Established ground-up in-house creative email program, adding \$10MM+ in revenue and over 68k transactions in the first year, increased active audience by +160% (2MM subscribers), and grew the Refer a Friend program by +61%.
- Updated digital retail creative, resulting in a sales increase of 42% (+44% sales/visit).
- Collaborated with UX Research team to identify customer pain-points for packaging overhaul, presented to exec. team, and art directed outside agency for final product over a period of 8 months.

Leadership: **Managed a cross-functional team** of designers, videographers, and producers to support over 50 integrated marketing campaigns, 8 new product launches, and photoshoots.

- Drove most successful new product launch to date of Indoor & Outdoor Allergy by art directing campaign creative, timelines, and managing XFN partners resulting in \$3MM in top line sales.
- Conceptualized and executed 3 holiday campaigns, the latest with a +46% increase in revenue YoY.
- Refined and improved creative team's process by gathering buy-in from exec. team to allocate funds towards internal tools to increase collaboration and visibility between XFN teams, leading to a 20% reduction in TAT.
- Hosted monthly lunch & learn workshops to teach design team new skills.

Strategy: **Implemented XFN learnings to drive optimizations and unlock opportunities** to increase sales.

- Initiated A/B testing within the retention channel to deliver over \$350k in a single segmented email send and +\$1MM in revenue in that same month.
- Refocused brand inserts to introduce membership program, resulting in most QR code scans and unique page visits YTD.

2019

Designer, Apple

Austin, TX

Branding: **Ensured brand consistency and control** across 35 global regions.

- Created pixel-perfect digital files utilized across multilingual AppleCare publications and internal training materials.
- Prioritized Apple's goal of usability, inclusivity, and best-in-class global support by identifying and updating over 1,000 instances of live, published errors.

Leadership: **Established rapport and traded feedback** with external and internal key partners.

- Collaborated with writers to improve content performance, keeping customers front-of-mind.
- Problem solved cross-functionally to develop new processes, customer usability, and accessibility.

2014 — 2018

Sr. Multimedia Designer, ION Media Networks

West Palm Beach, FL

Branding: **Directed ION Network rebrand** across on-air, web, and marketing platforms, contributing to increasing network ratings from #8 in Prime and Non-Primetime to #4.

- Redrafted ION logotype and developed new design system utilized across all mediums.
- Launched original series *Private Eyes*, resulting in the best performing series to date with an average of 104M viewers per episode.
- Overhauled entire website in partnership with web development team, resulting in +62% uVPM and +45% in time spent per page.
- Grew audience 4x larger than shows' original carrier network and reached a 95% live viewing rate, with an average length of tune at 43 minutes.

Leadership: **Supervised a team** of designers and worked cross-functionally across Marketing and On-Air teams.

- Coordinated and led 8 upfront campaigns; including custom PPT decks, OOH billboard, bus, subway, digital, print, and full-scale event branding.
- Gained exec. team buy-in on new project management tools, hosted workshops for NY, Tampa, and West Palm Beach hubs for training, and implemented all creative team project management.
- Taught monthly Photoshop workshops for creative teams and marketing interns.

EMPLOYMENT HISTORY, CONT.

2013 — 2014	Art Director, Whitehaus Media Group	Miami Beach, FL
	Art directed and designed magazine publications, including: <i>Cultured Magazine</i> , <i>Ultra Travel</i> , <i>Bal Harbor</i> , and <i>Post Cards</i> . Designed layouts for Rick Owens, Best Buddies, and other custom books. Selected and edited photography, contacted freelancers, updated digital newsletters, and trained one junior designer.	
2012 — 2013	Art Director, Beber Silverstein Group	Miami, FL
	Rebranded many client companies, including Florida healthcare company, AvMed. Led print, digital, and OTT campaigns for Del Monte, Carnival Cruise Lines, and FPL. Worked closely with executive creative director, account executives, and copywriters to deliver creative at the highest-possible standards.	

EDUCATION

2007 — 2011	BFA: Visual Communications, University of Delaware	Newark, DE
	Ranked as a top 10 design school in the nation with a focused study of Graphic Design, Typography, Advertising, Illustration, and Communication. Typography taught by Ken Barber and Ben Kiel, of renowned type foundry, <i>House Industries</i> .	
2008 — 2011	Incoming Freshmen Mentor	Newark, DE
	Created and managed online group of over 15k incoming University of Delaware freshmen to provide mentorship and guidance over a period of three years.	
2010	Study Abroad	London, England

CONTINUING EDUCATION

2021	An Introduction to Accessibility and Inclusive Design, University of Illinois at Urbana-Champaign	Remote
2014	How to Start a Startup, Stanford	Remote

EXTRAS

2021 — Present	Trained Mentor at Mentor Collective, University of Delaware	Newark, DE Remote
	Empower decision-making, building career skills, and providing guidance to undergraduate students of varying focuses and experience levels who attend the University of Delaware. Meetings are held on a monthly cadence over video chat.	
2019 — Present	Foster Parent, Austin Pets Alive!	Austin, TX
	Caring for and rehoming kittens and cats in need of forever homes.	
2010 — Present	Freelance Photographer & Editor	Austin, TX
	Expertise includes event photography, wildlife, and headshot and retouching services. Past and returning clients include Luck Presents and the Loki Clan Wolf Refuge.	

AREAS of EXPERTISE

Mac OS, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, Adobe Acrobat Professional), Figma, Microsoft Office, Google Suite, PowerPoint, Keynote.