

JODELLE REED-DEVANEY

Executive Creative Director | VP, Brand & Creative | Head of Creative

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Executive Creative Lead with an extensive career partnering with premier studios, networks, and media companies. Proven track record leading projects from discovery to final handoff while serving as the liaison between clients and creative teams. Known for delivering conceptually driven, technically sound work while mentoring teams in a positive, respectful environment. An established visionary who applies experience to each project offering new ideas and pushing boundaries.

Executive Creative Director

Freelance | JXTwo

November 2022 – Present

- Directed creative strategy and brand development for more than 500 branding, marketing, and content initiatives across broadcast, streaming, digital products, experiential marketing, live events, and social media.
 - Led organizations from client discovery through strategy, concept development, executive presentations, production, and implementation, ensuring creative excellence at every stage.
 - Built scalable brand systems, visual identities, and creative toolkits that maintained consistency across multiple platforms and business units.
 - Partnered with executive leadership to solve complex business challenges through conceptual thinking, storytelling, and strategic creative direction.
 - Hired and managed designers, motion artists, writers, producers, editors, photographers, developers, and marketing professionals.
 - Mentored creative talent while remaining actively involved in concept development, creative reviews, and client presentations.
 - Introduced AI-assisted creative workflows that improved ideation, efficiency, and collaboration without sacrificing conceptual quality.
 - Oversaw budgets, timelines, vendor relationships, and production intake to final launch.
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Director

Vox Media / New York Magazine

January 2018 – September 2022

- Recruited, mentored, and inspired multidisciplinary creative teams creating a respectful and positive work environment.
- Led brainstorming sessions focused on solving business challenges through strategic, conceptual thinking.
- Built trusted relationships with clients and internal stakeholders.
- Partnered with Product, Marketing, Analytics, Editorial, and Executive Leadership to align design with marketing strategy.
- Introduced motion across digital, social media, live events, B2B marketing, and branded content.
- Co-developed executive pitches and business development presentations for Vox Creative, Vox Studios, and New York Magazine Events.

Creative Director

Freelance

November 2006 – January 2018

- Led branding initiatives for agencies, production houses, and media organizations.
- Directed network redesigns, broadcast and show package launches, promotional campaigns, and visual identity systems and toolkits.
- Wrote creative concepts, developed storyboards, and led projects from strategy through delivery.
- Directed live-action from pre-pro, talent direction, location scouting, and post-production.
- Built design systems, creative toolkits, and style guides supporting long-term brand consistency.
- Collaborated with global executives, editors, writers, composers, and production teams.

Creative Director

Broadway Video | New York

August 2004 – November 2006

- Managed creative teams, editorial, writing, production, photography, and sound designers.
- Served as the liaison between executive clients, production teams, and creative departments.
- Led branding initiatives for HBO, Showtime, MTV, Nickelodeon, and L'Oréal Matrix Academy.
- Directed branding for Matrix Academy's annual conference and a Times Square takeover.
- Collaborated with composers and sound designers to create custom experiences.
- Directed branding for broadcast, experiential, and marketing initiatives for major entertainment and consumer brands.

Designer / Animator / Director

VH1 On Air Graphics | MTV Networks

July 2001 – October 2004

- Designed, created and lead branding for promotions, shows and live productions.
- Led projects from concept through production and delivery.
- Directed live-action, casting, through productions..
- Supported high-profile launches, Upfront presentations, and promotional initiatives.

Freelance | New York

Designer / Director

Pittard Sullivan NY, Lee Hunt Associates, Razorfish, Nickelodeon

VH1 On Air Graphics | MTV Networks

Designer / Animator

Pittard Sullivan | Los Angeles

Designer

Established a strong foundation in broadcast design, motion graphics, entertainment branding, presentation design, production workflows, and creative storytelling while working alongside some of the industry's most respected creative leaders.