Jodelle Reed Devaney

Creative Director | Head of Creative
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I'm an Executive Creative Director who has built brands and led teams across media and entertainment. I pair deep experience with empathy, stay current on design and technology, and believe the best creative comes from teams where people feel valued.

Executive Creative Director

Freelance / JXTwo

November 2022 – Present

- Partnered with executive leadership, clients, and producers to guide projects through launch and deliver user-friendly toolkits that maintained brand consistency across long-running campaigns.
- Brought in to lead new or already established projects and relieve overextended workflows, managing client relationships, creative teams, budgets, and production schedules.
- Led multidisciplinary teams of writers, designers, animators, illustrators, editors, and producers across ongoing contract work for a national and an affiliate streaming network.
- Analyzed performance data, hook-and-hold rates, and client feedback to sharpen creative solutions for media, experiential and product initiatives.
- Assessed team members' strengths and growth areas to set personal goals while cultivating a respectful, friendly and supportive work environment.
- Anticipated production bottlenecks early, drawing from hands-on technical expertise and current design trends to save time and protect budgets.
- Integrated emerging technologies, software, and AI into the creative workflow to accelerate brainstorming and push creative boundaries while maintaining human-led execution.
- Styleframes and moodboards, wardrobe, styling, lighting, framing and compositions.

Director

Vox Media / New York Magazine

January 2018 – September 2022

- Directed creative and branding across all Vox Media and New York Magazine enterprise brands, establishing relationships with internal and external partners like Fortune 500 partners including Am Ex and Mastercard.
- Spearheaded end-to-end creative direction and multi-channel brand ecosystems for major live events, shows, and festivals, including stage design, keynote decks, custom websites, wayfinding, and print marketing materials.
- Introduced motion design strategies across digital, social, live events, B2B marketing, product, and branded content, modernizing brand storytelling and elevating directional cues for increased CRO.
- Aligned creative strategy and internal assets across Design, Product, Marketing, Analytics, Editorial, and Executive Leadership, leveraging performance data to expand audience reach, and optimize workflows.
- Assembled creative teams tailored to each project, budget, talent availability.
- Mentored talent by promoting individual strengths, setting goals, and shaping a respectful office culture.
- Steered projects with experience and industry knowledge anticipating obstacles to optimize workflows.

Creative Director

Freelance

November 2007 – January 2018

- Industry leader in news and information design, introducing the latest technical trends to clients for high-end broadcast packages for *CNN, CNBC, CBS, NBC, PBS* affiliates, and *CTV News*, while troubleshooting and integrating complex, live-data-driven software.
- Directed multimillion-dollar network rebrands while living abroad, designing design systems, style guides, and custom brand ID/promo toolkits that maintained global brand consistency for over 10 years.
- Spearheaded live-action projects from pre-production, casting, location scouting through post-production.· Partnered with international executives, writers, developers, and production crews to adapt creative
- Oversaw full-scale live-action and photography productions, directing casting, on-site location scouting, and custom sound design collaborations with composers and producers.strategies to local cultures, ensuring global campaigns resonated with regional audiences.
- Collaborated closely with musicians and composers, including a 47-piece orchestra, to produce a custom theme and musical breakdowns for the *CTV Canada* National and Affiliate News packages.
- Led comprehensive environmental design for two high-end hotels: interior and exterior signage, looping digital screens, print, and custom small-space installations.
- Directed on set closely collaborating with DPs and ADs on talent, special effects (and a dog named Flint).

Creative Director

Broadway Video / New York

August 2003 – November 2007

- Oversaw department of print and broadcast designers, animators, Flame artists, editors, and producers.
- Landed new business with major entertainment clients, including *MTV* and *Nickelodeon.*
- Maintained key contract accounts including *HBO, Showtime*, and *L'Oréal*, by delivering exceptional work, fostering collaboration, and introducing design and tech trends to each project..
- Kicked off projects through client intake, analytical and demographic research into the creative brief.
- Mentored internal teams and clients on big-picture strategy, aligning conceptual thinking with core marketing messages to differentiate brands from the competition.
- Oversaw day-to-day work across network, show, and movie promos. Event, broadcast, news packages.
- Served as the voice of our department, aligning goals and thoughts with top management.

Additional Experience

Pittard Sullivan, LA/NYC, VH1 On Air Graphics, MTV Networks, Pyburn Films, Lee Hunt Associates and Razorfish

Knowledge

Creative Direction, Brand Strategy, Brand Identity & Design Systems, Team Building & Mentorship, Client Partnership, Cross-Functional Collaboration, Sound Design & Music Collaboration, Motion & Broadcast Design, Integrated Campaigns, Concept Development, Editorial & Entertainment Marketing, Live Action Direction, Post-production Direction and Collaboration

Adobe Creative Cloud, Figma, PowerPoint, Midjourney, Nano Banana, Google Gemini, Ethical AI Workflows

*Member, AIGA and Art Directors Guild, BDA * Instructor, NJ Visual Arts Center