

Jodelle Reed Devaney

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

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Executive Creative Lead with 30+ years of experience partnering with premier studios, networks, media companies and global brands. I lead creative teams helping translate business objectives into clear creative strategies and conceptually driven work, leading cross platform departments and teams from brief through production and final handoff. My career spans Vox Media, New York Magazine, MTV Networks, HBO, Nickelodeon, CNBC, L'Oreal, Broadway Video and Razorfish. I built a career leading brand, design, marketing broadcast, digital, virtual and live event packages across the U.S. and globally.

Executive Creative Director

Freelance | JXTwo

November 2022 – Present

- Led teams of creatives, producers, post production artists and composers from concept, executive presentations, production, and toolkit handoff, ensuring the highest quality of work visually and technically.
 - Partnered with executive leadership, clients and producers to establish and manage budgets, timelines, deliverables and deadlines.
 - Maintained fluid, trusted client relationships to secure and nurture long term partnerships.
 - Built scalable brand systems, visual identities, and creative toolkits designed for long term use across platforms and marketing needs with some systems remaining in use for 10+ years.
 - Hired and managed designers, motion artists, writers, producers, editors, photographers, developers, and sound designers.
 - Mentored creative talent while remaining actively involved in concept development, creative reviews, and client presentations.
 - Introduced AI as a tool for pushing boundaries and brainstorming.
 - Oversaw budgets, and production schedules to consistently guarantee on-time delivery.
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Director

Vox Media / New York Magazine

January 2018 – September 2022

- Assembled creative teams tailored to project scale, budget and talent availability.
- Created a respectful and positive work environment.
- Promoted conceptual thinking, research and writing as tools for attaining marketing goals.
- Established new connections with other departments to expand new internal relationships and boost collaboration.
- Built and maintained trusted relationships with clients and internal stakeholders.
- Oversaw Design, Product, Marketing, Analytics, Editorial, and Executive Leadership to align design with marketing strategy on each project.
- 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

- Directed top talent across multiple projects to deliver premium assets for high-end clients.
- Spearheaded network redesigns, broadcast and show packages, promotional campaign launches, and visual identity systems and toolkits.
- Influenced a new visual and technical infrastructure for infographics while applying new branding and marketing strategies.
- 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.
- Applied emerging technologies across workflows to consistently achieve premium outcomes.
- Lead teams to design and create interface and structure and design.

Creative Director

Broadway Video | New York

August 2004 – November 2006

- Directed teams across design, editorial, post-production, photography, and sound design.
- Served as the primary liaison between clients, production teams, and internal departments.
- Retained and grew strategic relationships with premier accounts, including HBO, Showtime, MTV, Nickelodeon, and L'Oréal Matrix Academy.
- Integrated design with emerging technologies including 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.
- Oversaw beginning to end production, including writing, talent direction and on set direction.
- Introduced desktop animation to the department while maintaining my background in art direction working with editors and artists.
- 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