

JODELLE REED DEVANEY

Creative Director

Cross Platform Omnichannel Branding, Media, Experiential, Network Redesigns & Navigational Toolkits, Show Packages
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CREATIVE DIRECTOR

Freelance

Nov 2022 - Present

- Lead creative direction for multimedia omnichannel campaigns, events and cross platform content.
 - Step into in-progress projects to provide leadership, fresh perspectives, and innovative solutions
 - Direct and manage creative teams, overseeing concept development through delivery.
 - Act as primary liaison between clients, agencies, and internal teams.
 - Develop brand design for live and recorded events, including stage design, marketing collateral, signage, etc
 - Write, direct, and implement pitch decks, proposals, and taglines to align with client visions.
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DIRECTOR

Vox Media / New York Magazine

Jan 2018 – Sept 2022

- Managed designers, animators, and freelancers, driving creative execution while maintaining brand integrity.
 - Provided creative direction for large-scale events, including Code Conference, Vulture Fest, Pivot Schooled.
 - Designed and executed branded experiences, including stage design, collateral, wayfinding, social content.
 - Led cross-functional collaboration with analytics and product teams, aligning design with business objectives.
 - Spearheaded integration of motion into digital products, social platforms, B2B marketing, live event assets.
 - Directed partnerships with production teams, troubleshooting new platforms for recorded and IRL events.
 - Co-wrote pitch decks and proposals for Vox Creative, NY Mag Events, and Vox Studios.
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CREATIVE DIRECTOR

Freelance

November 2006 - January 2018

- Write, design, and direct storyboards for show opens, IDs, toolkits, promos, and network redesigns.
 - Location scouting, pre-pro, directing, post for show opens, campaigns, and brand packages.
 - Create and deliver custom brand guidelines through clear toolkit handoffs and style guides.
 - Collaborate with editors, flame artists, and animators
 - Direct all visual and technical elements for live events, shows, and news broadcasts; develop local and national broadcast packages and support post-handoff implementation.
 - Partner with clients and internal teams to deliver technically sound, user-friendly news packages
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CREATIVE DIRECTOR

Broadway Video - New York

August 2004 - November 2006

- Oversaw Broadway Video's Creative Department; liaison between creative, production, and clients.
- Managed contracts with clients including HBO, Showtime, Nickelodeon, Matrix, and the Matrix Academy.
- Worked closely with clients like Matrix Academy/L'Oréal to brand live events for employees, academy members, and their annual week-long conference. (Including a Times Square Takeover)
- Provided key elements and tools for the main stage and evening celebrations, delivering a custom, elite-level entertainment experience for the audience.
- Designed stage layouts, motion graphics, print collateral, promotional materials, custom websites, and wayfinding to implement and reinforce brand identity and guidelines.
- Maintained a weekly stream of graphics for show and network promos/IDs for our steady contract clients.
- Collaborated closely with sound design to create unique storytelling and custom experiences for clients.
- Directed live-action projects, overseeing the transfer and post-production handoff to clients.

- Managed a team of designers, animators, editors, directors, writers, photographers, illustrators, production staff.
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DESIGNER/ANIMATOR/DIRECTOR

VH1 On Air Graphics - MTV Networks

July 2001 - October 2004

- Worked with show producers, promo producers and members of the marketing department creating show opens, promo graphics as well as marketing graphics for other departments of MTV Networks.
 - Wrote concepts for show opens and promotions.
 - Troubleshooting technical issues supporting producers helping them communicate with their editors.
 - Lead creative process from concept through delivery for show packages, upfronts and live events
 - Lead casting calls and talent selections.
 - Director carrying out styleframes and bringing visuals to life.
 - Collaborated with sound designers and musicians for custom sound packages.
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DESIGNER/DIRECTOR

Freelance - New York

May 1999 - July 2001

- Creating show open graphics, IDs, toolkits & promos for network redesigns.
 - Directing talent and special effects
 - Pitch through post - directing editors, artists and producers while executing graphic elements in post production.
 - Partnering with composers and musicians for personally crafted sound design.
 - Created and designed style guides laying down ground rules and custom brand guidelines.
 - Executed user friendly toolkits for seamless hand offs and to ensure brand consistency.
 - Casting and talent relations for show packages and promotional toolkits.
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DESIGNER/ANIMATOR / VH1 On Air Graphics - MTV Networks

August 1996 - May 1999

- Designed and animated motion graphics to be used for promos, events/stunts and show packages.
 - Worked with show producers, promo producers and members of the marketing department creating show opens, promo graphics as well as marketing graphics for other departments of MTV Networks.
 - Worked closely with directors and producers throughout the entire creative process from concept development through final delivery of the completed product.
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DESIGNER / Pittard Sullivan Los Angeles

April 1993 - August 1996

- Supported Ed Sullivan and Billy Pittard creating marketing and creative decks to current and potential clients.
 - Responsible for creating print marketing materials, packaging and presentations for PS, preparing files for post-production, creating custom fonts, and preparing presentations/pitches.
 - Produced high resolution images suitable for large scale printing projects special events like Promax/BDA.
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SKILLS

*Hands on Creative *Cross Platform Collaboration *Deadline-Driven *Print and Apparel Collateral *Budget Conscious
*Creative Team Collaboration *Stakeholder/Client Relations *Tech Savvy *Nurturing Mentor *Broadcast Design *B2B
Marketing *Omnichannel *Live Action Director *Animation *Front End Design *Executive verbal and written
communications *Up to date managing skills in current professional climate *Sticking to the brief *Interjecting feedback
based on project needs not personal *Maintains long term relationships