



JEREMY SMITH

Creative Director | Healthcare & Mental Health Marketing | Visual Storytelling & Team Leadership

EXECUTIVE SUMMARY

Creative Director and operations leader with **20+ years of experience** transforming complex information into accessible, human-centered campaigns. Known for blending creative direction, empathetic leadership, and workflow optimization to deliver high-impact results across **healthcare, mental health, and education-adjacent sectors**. Passionate about using design as a vehicle for **clarity, connection, and healing**, and about mentoring diverse creative teams toward their best work.

SKILLS & TOOLS

CREATIVE LEADERSHIP

Creative Direction | Campaign Strategy
Visual Storytelling |
Team Leadership | Mentorship
Stakeholder Communication

HEALTHCARE FOCUS

Patient Engagement Design
Mental Health Marketing
Empathy-Driven Design
Health Equity Communications
Compliance | Regulatory Alignment
(ADA, healthcare standards)

OPERATIONS & PROCESS

Workflow Optimization
SOP Development
Project Management
Cross-Functional Alignment

TECHNICAL TOOLS

Adobe Creative Suite
(InDesign, Photoshop, Illustrator, Premiere Pro)

Microsoft Office
(Word, Excel, PowerPoint)

Collaboration Tools
(Workfront, SharePoint, Basecamp)

Google Workspace

WordPress | AI-enhanced Creative Tools

EDUCATION

University of Phoenix, Online Campus
MBA Marketing

University of Arizona, Tucson, AZ
BFA Visual Communication

CAREER HIGHLIGHTS

- **20+ years** of cross-industry creative leadership spanning publishing, healthcare, education, and global brand retail
- Directed **60+ global LEGO Brand Retail campaigns annually**, driving **\$1M+ in growth**
- **Mentored and led project-management and production teams**, building psychologically safe, collaborative cultures
- **Rebranded Artis Magazine**, achieving a **38% circulation increase** while managing a 10-person creative and editorial team
- **Managed an \$850K marketing budget** at Tribune Publishing, cutting production costs by **56%** through process and vendor innovation
- Developed **ADA-aligned communication systems** improving accessibility for healthcare and education audiences

PROFESSIONAL EXPERIENCE

Creative Director-level | Senior Account Manager | Creative Operations Lead

Marks (SGS & Co), embedded at LEGO Brand Retail (April 2022 - Present)

- Lead creative operations for LEGO's global Gift With Purchase (GWP) and exclusives campaigns, overseeing **60+ campaigns annually** across packaging, print, digital, and retail.
- Serve as strategic partner to client-side Creative Directors, aligning storytelling with business goals and market expansion.
- Developed SOPs, onboarding resources, and campaign trackers, cutting delivery timelines and improving cross-functional clarity.
- **Mentored 5+ project managers and production team**, building psychologically safe, collaborative team culture.
- Partnered with external vendors and LEGO leadership to **ensure creative alignment with evolving business goals**, contributing to **\$1M+ in new service revenue**.

Art Director-level | Design Execution Manager | Creative Operations

Marks (SGS & Co), embedded at LEGO Brand Retail (March 2019 - June 2022)

- **Oversaw creative execution and prepress production** for global retail campaigns, ensuring technical precision and brand consistency.
- **Bridged design and production teams**, solving communication gaps and building stronger client alignment.
- Implemented workflow improvements in file management and proofing, **improving efficiency and reducing errors**.
- Partnered with LEGO creative and marketing partners to elevate campaign storytelling, improving roll-out success.



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RELEVANT EXPERIENCE (HEALTHCARE & PURPOSE-DRIVEN CREATIVE)

Freelance Graphic Designer — Healthcare Communications

Jonus Group (Contract)

(August 2018 - November 2018)

- Designed **employee benefit communication packages** for Fortune 500 clients, visually simplifying complex health plan details for diverse audiences.
- Produced **annual guidebooks**, ensuring **ADA compliance** and accuracy.
- Collaborated with account teams on **employee-centered communication systems**.

ADDITIONAL ROLES & EARLY CAREER

Oser Communications

Art Director / Photographer

Designed and produced Arizona Gourmet magazine and trade publications, increasing circulation by **33%**.

Roper Scientific

Contract Art Director

Redefined brand identity for imaging technology; led trade show collateral and interactive media design.

University of Arizona

Student Instructor (Graphic Design)

Supported undergraduate design courses in **typography, production, and visual communication**.

Tucson Pima Arts Council

Graphic Design Instructor

Taught **digital design** and **storytelling** to underserved youth, inspiring creative confidence and career curiosity.

Graphic Designer / Prepress Specialist — Healthcare & Insurance

Raim & Associates

(January 2000 - March 2002)

- Designed and produced **100+ healthcare marketing assets** annually, including brochures and patient-facing materials.
- Partnered with **Tucson Medical Center** to create accessible, compliant communications.
- Applied **ADA accessibility principles** and healthcare best practices for clarity and inclusion.

ADDITIONAL CREATIVE LEADERSHIP EXPERIENCE

Acting Creative Director | Senior Circulation Sales Specialist

Tribune Publishing

(May 2015 - January 2018)

- Directed **100+ campaigns**, and managed an **\$850K budget**, reducing costs by **56%**.
- Mentored **one in-house designer and two freelancers**, strengthening creative consistency and elevating design standards across campaigns.
- Implemented **A/B testing** and **project management systems**, surpassing response targets.

Marketing Communications Specialist (Contract)

The Creative Group — The Lighting Quotient

(June 2014 - January 2015)

- Directed creative strategy for a **global manufacturer**, producing digital, print, and trade show assets.

Creative Designer

AW Hastings — Marvin Windows and Doors

(July 2007 - September 2013)

- Managed **80+ creative projects annually**, supporting both B2B and consumer audiences.
- **Researched and implemented high-end digital production printers**, bringing **95% of marketing material production in-house**, reducing costs and turnaround times.
- Developed internal templates and negotiated new paper vendor contracts, cutting expenses by **75%** while maintaining premium quality and brand consistency.

Art Director / Editorial Chief Lead

W Media

(May 2004 - July 2007)

- Led a **10-person team** (designers, editors, freelancers, sales staff) to **create, produce, and publish four regional magazines** covering **13 states**.
- Oversaw all phases of editorial design, production scheduling, and vendor relations.
- Rebranded *Artis Magazine*, achieving a **38% increase in circulation** and solidifying a consistent visual identity across publications.



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