

JENN ARAUJO

Creative Director,
Brand & Marketing Design Leader

718.755.7025

JSARAUJO26@GMAIL.COM
[PORTFOLIO LINK](#)

Visionary Creative Director with a proven record of building and leading high-performing design teams, shaping brand identities, and delivering impactful creative that drives engagement, growth, and revenue. Skilled at translating complex business goals into compelling brand experiences across digital, experiential, and integrated campaigns. Adept at fostering collaboration across marketing, product, and executive leadership to ensure brand consistency and creative excellence.

CORE EXPERTISE

Creative Leadership & Team Development

Brand Identity & Design Systems

Integrated Marketing Campaigns

Experiential & Event Branding

Digital & On-Device Advertising

Cross-Functional Collaboration
(Product, UX, Marketing, Sales)

Data-Informed Creative Strategy

TOOLS

Adobe Creative Suite | AI | Figma
Keynote | PowerPoint | Asana
Microsoft Office

EDUCATION

BA Graphic Design;
Hussian School of Art,
Philadelphia, PA

PROFESSIONAL EXPERIENCE

ROKU

New York, NY

Design Director—Advertising Product, 2020—Present

Built, lead, and mentor a 16-person design and animation team, producing on-device ad experiences that contribute to \$3B in annual ad revenue.

Establish scalable design guidelines for Roku advertising products to be used by internal and external design teams as well as A/B testing frameworks to improve viewer engagement and advertiser ROI.

Partner with ad sales, UX, and engineering to launch and optimize ad products, balancing user experience with advertiser performance; collaborated on the development of AI-driven creative tools—including mockup generators and approval assistants—that streamline ad creation, enforce brand guidelines, and provide automated solutions for ads that do not meet the guidelines.

Oversee team operations, recruitment, and headcount planning—building one of the top-performing in-house advertising creative teams.

EUROMONEY INSTITUTIONAL INVESTOR*

New York, NY

Head of Creative, 2016—2020

*Formerly TheStreet Inc. which a portion was sold to Euromoney in 2019.

Directed creative across three brands (TheStreet, The Deal, BoardEx), ensuring consistent brand expression across digital, print, and events.

Partnered with marketing to define unique brand identities and produce event collateral, websites, staging, signage, sales decks, email campaigns, social content, and video.

Translated complex financial content into engaging creative assets that supported audience growth and revenue goals.

Mentored a design team, instilling best practices in brand consistency and cross-platform storytelling.

WOMEN'S HEALTH MAGAZINE, RODALE PUBLICATIONS

New York, NY

Creative Director, 2015— 2016

Oversaw creative for large-scale events and branded partnerships, including Run 10 Feed 10, WH Next Fitness Star, WH Wellness Weekend, and FEED Foundation Auction.

Directed print, digital, and video campaigns, collaborating with production teams, photographers, and stylists to bring concepts to life.

Cultivated a strong creative culture by mentoring designers and encouraging innovative design approaches.

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HEALTH MAGAZINE & HEALTH.COM, TIME INC. PUBLICATIONS
New York, NY
Creative Director, 2006— 2015

Led the rebranding of Health, evolving it into a modern voice for women's wellness.

Oversaw creative production for integrated campaigns, sizzle reels, newsletters, presentations, and event branding.

Produced branded experiences in partnership with Bobbi Brown, Wanderlust Yoga, and Cooking Light, Travel + Leisure, and Money magazines.

CONDÉ NAST BRIDAL GROUP, CONDÉ NAST PUBLICATIONS
New York, NY
Art Director, 2003— 2005

Directed creative for Modern Bride, Elegant Bride, and Brides, shaping marketing campaigns, event collateral, and media kits.

Collaborated on repositioning a 77-year-old heritage brand, increasing relevance and audience engagement.

SHAPE MAGAZINE, WEIDER PUBLICATIONS
New York, NY
Art Director, 1999 - 2003

Promoted from Senior Designer to Group Art Director, overseeing a team of 4 designers, freelancers and copy writers.

Developed all marketing and sales creative across Shape, Fit Pregnancy, Natural Health, Shape en Español, and Men's Fitness.

Produced integrated campaigns, media kits, design guidelines, sizzle reels, and event branding that elevated Shape's market presence.