

Lead Designer for Corporate Communications and Executive Storytelling

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Corporate Communications Designer with deep expertise in executive presentations and global brand systems

Creative Director with 20 years of experience designing high-stakes corporate communications for global enterprises. I specialize in executive presentations, confidential annual reports, financial storytelling, and scalable design systems that support corporate and internal communications. I translate complex business narratives into clear, visually sophisticated assets that support senior leaders, board members, and cross-functional teams. Known for building global design ecosystems, mentoring creative teams, and elevating communication quality through modern design craft, accessibility, and strategic clarity.

SKILLS

Corporate Communications Design, Executive Presentation Design, Board and Investor Decks, Corporate Reports, Annual Board Reports, Strategic Narrative Development, Financial Storytelling, Financial Data Visualization, High-stakes Communication Design, Design Systems and Template Libraries, Enterprise Communication Systems, Enterprise-scale Communication Support, Accessibility-focused Design, Cross-functional Stakeholder Partnership, Creative Mentorship and Design Reviews, AI-enhanced Creative Workflows, SharePoint Design and Development

PROFESSIONAL EXPERIENCE

Eaton Corporation • 2018 - Present • Remote

Global Creative Lead, Employer Brand (2022 - Present)

Eaton is a global corporation of over 90k employees and \$27B in sales in 2025

- Design high-visibility executive communication assets including global town hall presentations, leadership decks, culture model reports and enterprise-wide communication materials.
- Translate complex business narratives, culture insights, and strategic messaging into clear and visually sophisticated presentations for senior leaders while upholding brand standards.
- Build scalable design systems and template libraries used across global HR, Corporate Communications, and Talent Acquisition teams.
- Trusted by senior executives, CHRO, and global HR leadership on high-stakes deliverables that required precision, clarity, and strong visual storytelling.
- Lead creative reviews and provide structured feedback to designers and cross-functional partners to elevate communication quality.
- Collaborate with motion and video teams to ensure visual cohesion across animated assets and global campaigns; from strategy to script writing and direction.
- Modernize communication workflows by introducing new formats, design efficiencies and AI-supported creative processes (encouraging AI best practices rather than total trust in tech).
- Manage intake, prioritization, and delivery of communication assets across a fast-paced global calendar.

Senior Designer, Content Creator (2018 - 2022)

- Designed executive-level presentations for C-Suite and HR leaders, simplifying complex business and financial concepts into clear visual narratives.
- Created editorial and report-style communication assets that strengthened leadership engagement and supported enterprise initiatives.
- Developed scalable templates and design systems for leadership programs, internal communications, and corporate messaging.
- Partnered with senior stakeholders to refine communication strategy, visual hierarchy, and narrative clarity for high-visibility deliverables.

Ravel Brands • 2003 - Present • Remote, Fractional (Part-time)

Creative Director

- Design corporate communication materials including investor decks, brand reports, and executive presentations for high-profile clients.
- Build custom design systems and template libraries that improved consistency and efficiency across client communication channels.
- Lead and mentor a cross-functional team (PM, Copywriter, Designer, Developer, SEO Specialist).
- Oversee brand strategy, naming, voice, and storytelling.
- Ensure consistent brand messaging across all creative outputs.
- Direction and design of logo and all supporting brand elements.
- Design and develop custom website experiences and WordPress builds.
- Clients include: Pro athletes, NYT best-selling author, executive personal branding, public figures, etc.

Creative Velocity Agency (*formerly Connect Branding*) • 2013 - 2018 • Remote

Creative Director

- Directed **28+ concurrent projects** while leading a multidisciplinary team of six creatives (designers, developers, copywriters) and three project managers.
- Rebuilt the agency's design workflow across seven phases, introducing the "P7 Project Plan" to streamline timelines and improve efficiency.
- Presented and pitched creative concepts to clients, articulating strategic rationale and guiding brand direction with clarity and confidence.

OptumRx, United Healthcare • 2010–2013 • Remote

Marketing Specialist

- Designed presentations that simplified complex specialty pharmacy benefits, making chronic condition and high-risk medication information accessible and compelling.
- Supported sales growth and client retention through strong visual storytelling and slide deck development.
- Led a project to enhance welcome kits for millions of members, resulting in increased enrollment in PBM services through improved clarity and user experience.

Early Career

Marketing Specialist
Anthem Blue Cross Blue Shield

Education

Coursework toward a Bachelor of Science Degree in
Web Design and Interactive Media
Art Institute of Pittsburgh (Online)

Technical Skills

Microsoft Office (Outlook, Word, Teams, Excel, PowerPoint), Adobe Creative Suite *pro-knowledge* (Photoshop, Illustrator, InDesign, Animate, Premiere Pro, After Effects), Figma *working-knowledge*, WordPress, Dreamweaver, Webflow, Joomla, Adobe Experience Manager, Final Cut, Monday, Asana, Slack, Google Workspace, HTML, CSS, SharePoint, Confluence, Data Visualization in Power BI *working-knowledge*, AI-enhanced design workflows (Adobe Firefly, Midjourney).

Co-workers have said...

“Recognizing her **above-and-beyond contribution to the EVP** work over the last year. Especially remarkable was the creation of the brand book that she took on and designed, giving life to how our EVP will be used across our global footprint. Her willingness to challenge how we have usually approached branding, bringing new and especially creative strategies, made this campaign feel modern and real in the eyes of our target audience.”

- Jackie M., VP, Global TA, Eaton

“Phenomenal job on the EVP design work! Everything looks amazing - from the SharePoint site to the flyers, and everything in between! **Your work has elevated our EVP and EB campaign to stand out among all other companies.** Great job and I can't wait to see what else she creates this year!”

- Kristin O., Global Employer
Brand Manager, Eaton

“Heroic project leadership!

Larissa did an amazing job kicking off the LeaderX project, keeping it on time, and keeping all tasks (small and large) in check! She has a way of making each contributor on the team feel like they have your attention and always respond promptly. It has been great working with her on LeaderX and I am excited to see how it grows and where it leads!”

- Brooke V., Manager of Culture
and Org Effectiveness, Eaton

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