

DESIGN DIRECTOR

Global Brand Experience Leadership, Creative
Direction, Enterprise-Scale Design Systems

Larissa Leeper
(513) 462-6312

CorpCreativeDirector.com

larissa@ravelbrands.com

[LinkedIn](#)

In-house and Agency design direction experience

Design Director with 20+ years of experience leading global brand systems, executive communications and enterprise-scale design operations. I specialize in building and evolving design systems, leading multidisciplinary creative teams and elevating brand expression across digital, campaign, event and corporate touchpoints. Trusted to translate complex business narratives into modern, cohesive, high-craft visual experiences. I raise the quality of everything I touch through thoughtful design, structured and supportive leadership, and AI-enhanced creative workflows.

SKILLS

Global Brand Systems, Multidisciplinary Team Leadership, Creative Mentorship, Executive Presentation Design, Corporate Communications, High-Stakes Visual Storytelling, Strategic Narrative Development, Workflow Optimization, Project Intake Management, Brand Campaign (design and execution), Web & Digital Experience Design, Customer Marketing, Research Reports & eBooks, Sales Enablement Design, Event & Experiential Brand Design, Keynote & Conference Creative, Motion Graphics & Video Direction, Agency & Vendor Partnership Management, SharePoint & WordPress Design, Adobe Creative Suite, HTML & CSS.

PROFESSIONAL EXPERIENCE

Eaton Corporation • 2018 - Present • Remote • In-house Design

Global Creative Lead, Employer Brand (2022 - Present)

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

Internal: corporate communications and culture

- **Own the design and strategy** of our enterprise-wide culture shift project, the Eaton Culture Model. Designed the model with custom icons, video script writing, and continued strategy and design leadership. **Lead a multidisciplinary design team** in developing new creative materials and managing a global asset library of training resources, event materials and multilingual content. [+ see more](#)
- **Owned the design and execution** of our enterprise-wide leadership program, LeaderX. Named the program, designed the wordmark and created all sprint assets, achieving **80% leadership participation** and consistent **open rates of over 40%**. [+ see more](#)
- **Trusted by C-Suite and senior executives** to transform confidential, high-stakes presentations into compelling visual narratives that drive clarity and alignment with the board and their teams.

External: global employer brand

- **Directed the global creative vision** for our all-new Employer Value Proposition, an employee-centered brand narrative and brand campaign system of over **200+ assets** for web and social media, resulting in a 99% surge in applicants within 3 months, proven YoY. [+ see more](#)
- **Own the design and development** of both our external Eaton.com careers website in Adobe Experience Manager (AEM), as well as our internal employer brand center asset library.
- Elevated global candidate quality by **modernizing creative systems, refreshing messaging, and strengthening cross-channel visual storytelling**; produced a comprehensive EVP brand guidebook that established a simple, scalable design ecosystem across Eaton's global footprint.

Senior Designer, Content Creator (2018 - 2022)

- **Designed executive-level presentations** for C-Suite and HR leaders, simplifying complex 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) • Agency Design

Creative Director, RavelBrands.com

- **Design brand packages**, websites and communication materials for high-profile clients.
- **Lead and mentor** a cross-functional team of freelancers, compiling a team per project need (Project Manager, 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, public figures, and more.

Creative Velocity Agency • 2013 - 2018 • Remote • Agency Design

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 • In-house Design

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)

Note: I did not graduate; feel free to ask me about this.

Technical Skills

Expert knowledge:

Microsoft Office (Outlook, Word, Teams, Excel, PowerPoint), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate, Premiere Pro, After Effects), WordPress, Google Workspace, HTML, CSS, SharePoint

Moderate/Working knowledge:

Figma, Dreamweaver, Webflow, Joomla, Adobe Experience Manager, Final Cut, Monday, Asana, Slack, Confluence, Miro, Data Visualization in Power BI, AI-enhanced design workflows (Adobe Firefly, Midjourney, Claude Design, Copilot).

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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Authority Magazine

Larissa was interviewed by Authority Magazine about her take on AI in the creative industry. [+ read article](#)



*** DESIGNRUSH

A custom web design by Larissa was featured on DesignRush. [+ read article](#)