

MICHAEL LELEUX

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SUMMARY

Who I am... A passionate brand expert, brand strategist, creative director, executive-level strategic design leader, visual brand marketer, and experience designer. I've spent more than fifteen years building consumer brands, managing, conceptualizing, developing, designing, advertising via print & tv, and directing branded communication for medium-sized to Fortune 500 companies.

SKILLS

- Visual Brand Development for Omni-Channel Mktg.
- Brand Strategy
- Package Design
- Digital Design (Web, E-commerce & Social)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere)
- Global Design Management
- Operational Management
- Print Production Management

EXPERIENCE

09/2022 to present **Senior Manager, Strategic Design**

Nestlé Health Science – Hoboken, NJ

- Direct a team of omni-channel strategic design managers responsible for NHS' "wellness portfolio" of brands (nuun, Osteo Bi-Flex, IBGard, HBGard, FDGard, Fiber Choice, & Sundown).
- Manage omni-channel design of Nature's Bounty: direct internal and external teams to develop and extend Nature's Bounty's "visual brand language" to all consumer marketing channels (traditional advertising, digital advertising, e-commerce, shopper marketing, & packaging).

05/2020 to 09/2022 **Experience Design Manager**

GSK Consumer Healthcare – Warren Township, NJ

- Developed and oversaw the implementation of experience-driven, human-centric visual brand assets and strategies for GSK's US Upper-Respiratory Brands (Robitussin, Flonase, Nicorette, Nicoderm).
- Directed internal and external teams to develop and extend each brand's "visual brand language" to all consumer marketing channels (traditional advertising, digital advertising, e-commerce, shopper marketing, packaging, and PR).

- Coordinated with UX & UI designers, packaging engineers, and a host of suppliers to move all manner of creative ideas into production.

01/2018 to 05/2020 Senior Global Design Manager

Pfizer – Madison, NJ

- Creative direction and strategic brand management of global design for Robitussin, Thermacare, Preparation H, Nexium, and Dimetapp.
- Delegated work to staff, setting priorities and goals.
- Established visual direction of all branded marketing material.
- Managed implementation of human-centered design approaches to standardize design methodologies.

01/2017 to 01/2018 Diadeis Onsite Account Manager

Colgate-Palmolive – New York, NY

- Managed pre-press production and design adaptation for Diadeis for Colgate-Palmolive's home-care portfolio, including: Suavitel, Palmolive, Ajax, Fleecey, and Softsoap.
- Managed materials to meet end-to-end production goals and specific customer demands.
- Established and updated production schedules to meet changing demands.
- Art directed design adaptations, retouching, and color separations.
- Facilitated creative production solutions for print within customer and production limitations.

01/2005 to 01/2016 Vice President of Brand Design

Zunda Group – Norwalk, CT

- Creative direction; strategic oversight of all branding & design partnerships; creative direction and strategic oversight of all day-to-day studio production and off-site print production for Zunda's premier clients (Unilever, Newman's Own, Danone, Bimbo Bakeries, Preferred Brands, Energizer, Cadbury, Hormel, Wyeth, Chobani, and many more).
- Managed an incredible family of internal & external designers, strategists, project managers, engineers, and finance & administrative staff.

01/2004 to 01/2005 Design Manager & Interim Department Manager

Dannon – White Plains, NY

- Strategic design oversight of all brands, as an interim department manager, during an extended maternity leave.

- Upon the return on the permanent manager, I continued as a senior design manager, until all of my projects had been launched.
- Coordinated with engineers and suppliers to move ideas into production.
- Established visual direction of branded marketing material in digital and print.
- Organized and headed brainstorming sessions to flush out prospective packaging & product ideas.

01/2003 to 01/2004 Global Account Manager

Inwork – New York, NY

- Project management and development of creative and print-production strategies to translate designs into fully-vetted, reproducible, printed packaging; development of creative print solutions that considered print methodology, line screens, station limitations, size & shape of dot, etc.

01/2001 to 01/2003 Associate Global Design Manager

Colgate-Palmolive – New York, NY

- Development, implementation, and management of design strategies and packaging assets for personal care brands (Lady Speed Stick, Men's Speed Stick, Irish Spring, Colgate Shave Foam, Palmolive Shave Foam, and Teen Spirit into effective design solutions that met and exceeded marketing and business objectives.
- Met with internal stakeholders to establish ideas, goals, and guidelines for design team.
- Established visual direction of branded marketing material in digital and print.

EDUCATION AND TRAINING

06/2020

Bachelor of Fine Arts

Sam Houston State University – Huntsville, TX

ACTIVITIES AND HONORS

Davey 2012: Unilever Home & Personal Care / Caress / brand restage

Davey 2010: Bimbo Bakeries, USA / Thomas' Bagel Thins / design launch

Davey 2009: Unilever Best Foods, NA / Klondike / brand restage

Davey 2008: Unilever Home & Personal Care / Degree for Men / brand restage