



LAETITIA EATON

Born in France,  
based in Colorado,  
I am an all-around  
experienced designer.



My core skills  
help turn complex  
challenges into  
simple solutions:

### Branding



- + Creative Direction
- + Visual Systems

### Digital



- + UX & UI
- + Web & Mobile

### Print



- + Typography & Layout
- + Custom Illustration

I bring over a decade of experience in crafting brands and visual stories:

‘18-  
‘23

### Creative Director at Inveniv | FEB 2018 - MAY 2023

For over five years, I guided the creative vision for over twenty life science brands on a national and international scale, all while helping build the company's brand from the ground up.

- ▶ Developed brand identities across digital, print, packaging, exhibits, campaigns, and more
- ▶ Managed local and international designers
- ▶ Designed Inveniv's internal documents and website
- ▶ Notable clients included Resilience National, Emergent BioSolutions, and Harmony Project

‘18-  
‘19

### Senior Designer at Karsh Hagan | NOV 2018 - AUG 2019

I collaborated with the creative team to conceptualize campaigns and develop brands in the tourism, health, and education industries.

- ▶ Developed the brand identity and visual system for Anschutz Medical Campus
- ▶ Crafted a very unique RFP book for the Colorado Office of Tourism
- ▶ Contributed to ideation for Denver International Airport campaigns
- ▶ Assisted in creating marketing materials for the University of Colorado

## ‘18 Senior Designer at Madwell | OCT-NOV 2018

I was contracted to assist the Denver team for two months, where I:

- ▶ Helped with website and campaign design for the Visible brand from Verizon
- ▶ Led the brand development and packaging for a baby carrier called Baby K’tan

## ‘17 Senior Designer at Willis Tower Watson | JUN-OCT 2017

Before I moved from New York for Colorado, I was contracted to help Willis Tower Watson with their enrollment programs.

- ▶ Produced health benefits packages
- ▶ Designed enrollment websites
- ▶ Client list included L’Oreal, TD Bank, Pfizer, Guardian, Raytheon, and more

## ‘14-‘17 Design Director at That’s Nice | JAN 2014 - MAY 2017

Starting as a graphic designer, I assisted with internal design assets and design production.

As I progressed into the role of Design Director, I:

- ▶ Led creative concepts for complete rebrands, marketing campaigns, and exhibit designs
- ▶ Collaborated with the team in the creation and production of a life science magazine

## ‘10-‘13 Graphic Designer at Perks Consulting | MAR 2010 - DEC 2013

Right after graduating, my first job was a very exciting opportunity in New York where I helped lifestyle and tech start-ups with their branding and digital needs.

- ▶ Designed and executed branding projects and advertising campaigns
- ▶ Designed web and mobile platform visual solutions
- ▶ Redesigned the agency’s brand and maintained all the internal and marketing materials
- ▶ Assisted in a twelve-week User Experience Design course at General Assembly, New York

It all started in the South of France, where I studied visual communication and graphic design:

- + Master’s of Arts in Graphic Design  
IUP Montauban
- + Associate Degree  
in Visual Communication  
École des Arènes, Toulouse



I’d love to hear from you!  
Here are a few ways you can  
contact me:

- ✉ [laetitia.eaton@gmail.com](mailto:laetitia.eaton@gmail.com)
- 💻 [www.laetitiaeaton.com](http://www.laetitiaeaton.com)
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Small note: my name is pronounced Letissia