

OVERVIEW

Laurel is an accomplished creative leader who is passionate about transforming organizations and brands to a human-centric approach to marketing and customer experience. Laurel excels at collaborating across disciplines and departments to combine rich customer insights, creativity, and innovative technology to design experiences and tell stories that both emotionally resonate with people and drive measurable business results.

Strengths include:

- **Selling a Vision** to teams, stakeholders, and clients with compelling storytelling and a focus on results.
- **Creative Strategy Development** that identifies the most compelling intersection of customer insights and the unique value proposition of the brand to inspire the best creative work.
- **Concepts** that engage the consumer at every touch point and channel with copy, content, design, and UX.
- **Talent and Process Design** that optimizes team and individual potential, workflow, and utilization.
- **Brand Guidelines Refinement and Management** that ensures the consistent and ownable expression of brand identity, voice, and experience in the marketplace.

EXPERIENCE

Creative Consultant > SYAH CREATIVE > Westport, CT > 2018 – Present

Combining unique insights, creative ideas, and innovative technology to create strategies, design experiences, and tell stories that help brands make more meaningful connections with people.

Chief Storyteller > STORIES THAT STICK > Westport, CT > 2018 – Present

Creator of content about creativity, marketing, family, and life told through doodles and stories to find clues as to why they're sticky, what they have in common, and where they might lead.

VP Executive Creative Director > MOUNT SINAI HEALTH SYSTEM > New York, NY > 2018

Transformed enterprise creative services into a strategic in-house agency in order to foster a customer-centric approach to marketing and, ultimately, a better experience for patients, doctors, employees, and students. Provided the vision, mentorship, and hands-on support to produce insight-led creative for brand strategy and management, campaigns, experiences, and content development across this large, complex, and growing network. Accomplishments include:

- Led creative for multiple digital-first campaigns to launch a new **Children's Heart Center**, improve enrollment to the **Medical and Graduate Schools**, drive engagement at the **Aspen Ideas Festival**, and promote our sponsorship of the **US Open**.
- Raised the bar on creative work and fostered a culture of collaboration by creating a new creative briefing process that improved strategic direction, inspired innovative thinking, and increased client satisfaction. Solicited input across functions and levels, facilitated feedback sessions, and implemented hands-on training to ensure a successful roll out.
- Optimized talent to unlock individual potential and improve output with both structured and informal mentoring, operational enhancements like staff planning, role re-alignment, and recruiting new staff and external partners, and introducing project management, user research, and usability testing.

VP Executive Creative Director > EPSILON > New York, NY > 2015 – 2018

Organizational change agent who applied her experience with consumer brands and leadership of successful creative teams to elevate the strategy, creative concepts, design, copy, and content for the agency's healthcare clients. Clients: **Intarcia**, **BCBS**, **Novartis**, **Spectrum Health**, **Aspen Dental**, and **Daiichi Sankyo**.

- Grew existing accounts by winning brand work for BCBS and DSI as well as new business, including \$5mm to launch a breakthrough diabetes treatment.
- Led teams in ideating and producing creative for product launches, employee engagement programs, CRM campaigns, display and mobile-first web sites for B2C and B2B.
- Implemented a more rigorous, structured, and insight-driven creative briefing process.
- Optimized team potential by reorganizing department, streamlining resource planning, and recruiting.

Head of Creative, The Shop > EBAY ENTERPRISE > New York, NY > 2015

Visionary creative leader who actively led the branding and creative expression in design, copy, and content of this hidden gem within the eBay Inc. portfolio into a customer-centric, design-led independent agency.

- Transformed the branding, positioning and organizational design for eBay Enterprise Marketing Solutions Agency Services into The Shop, the world's first commerce design agency.
- Oversaw agency creative work for new business development and key clients including **Alex And Ani**, **Ahold** and **Levi Strauss & Co** across digital display, social, mobile, content, web, email and in-store.
- Led collaborative development of a company-wide proprietary creative strategy framework and training curriculum based on design thinking principles, including conducting 10 workshops for 300 participants across North America and EMEA.
- Directed creative for eBay's product innovation, **Connected Glass**, an immersive, touch-screen digital wall.

LAUREL SYAH

Creative Director > EBAY ENTERPRISE > New York, NY > 2013 – 2015

Established creative vision and oversaw execution of commerce-focused digital marketing for some of the world's leading retailers. Clients included **Ahold USA, Levi Strauss & Co, Sony, and Wells Fargo.**

- Spearheaded an initiative to evolve our approach to creative strategy and our methodology for creative ideation including leading workshops to train cross-disciplinary teams.
- Led the branding, design, and attendee experience and co-produced the first eBay East Coast Product & Design Summit featuring John Donahoe, John Maeda, Paula Antonelli and Sebastian Errazuriz.

VP Creative Director > DIGITAS > Stamford, CT & New York, NY > 2010 – 2012

Creative directed digital media campaigns, interface design, and copy and content development. Accountable for strategic account direction and financials, led high-profile pitches, and served as key manager for 500+ person joint NY/CT office. Clients included **Mead Johnson (Enfamil), Aetna, Post, and Kraft.**

- Established **Enfamil** as the category leader in mobile with two playful and educational mobile apps, ExpectingBaby and AmazingBaby, a mobile web site, and a text alert program.
- Made the Flintstones and **Pebbles** cereal relevant to today's kids via a website featuring a virtual Bedrock, a suite of distributed digital games, and an augmented reality mobile app
- Won the pitch and created a prototype of the first digital snack vending machine, the **Kraft** Dijj-touch, and then also re-envisioned it as a retail sampling machine

Associate Creative Director > DIGITAS > Stamford, CT > 2006 – 2010

Creative directed digital media campaigns, interface design projects for web, social, and mobile, video content, and direct mail. Clients included **Samsung, Delta, and The Hartford.**

VP Associate Creative Director > OGLIVY ACTION > Stamford, CT > 2003 – 2006

Creative direction and hands-on art direction for advertising, collateral, TV spots, identity systems, and websites for the agency's flagship client, **InterContinental Hotels Group.**

PREVIOUS ROLES

Associate Creative Director > AABALONE[RED] > Darien, CT > 2001 – 2002

Design Director > RED SKY > New York, NY > 1998 - 2000

Independent Research: Web Design > India and Southeast Asia > 1999 – 2000

Visiting Faculty > NATIONAL INSTITUTE OF DESIGN > Ahmedabad, India > 1999

Senior Designer > AVALANCHE SOLUTIONS > New York, NY > 1996 – 1998

Graphic Designer, Center for the Arts > WESLEYAN UNIVERSITY > Middletown, CT > 1994 – 1996

Editorial Graphic Designer > THE BOSTON PHOENIX > Boston, MA > 1993 – 1994

PUBLICATIONS

Various articles & essays > Medium

Limit Me: Why We Need Limits Even In The Age Of Disruption > MediaPost

Worldwide and Local: Designing for Global Audiences on the Internet > Web Sights: The Future of Business & Design on the Internet > RC Publications

Preaching the New Media Gospel > The Art Directors' Club Magazine

Surf Africa > PRINT

Witch's Brew: A Film's Stunningly Successful Web Site Has Repercussions Beyond Hollywood > PRINT

EDUCATION

WESLEYAN UNIVERSITY > Middletown, CT

B.A. with Honors, Studio Art & Art History Double Major.

THE SCHOOL FOR INTERNATIONAL TRAINING > Nigeria

Studied sculpture with the first female bronze caster and daughter of the Oba of the Benin Empire.

AWARDS

Communication Arts, Interactive Design Awards, Invision New Media Awards, MIXX Awards, FWA Site of the Day, Aster Award, Healthcare Advertising Award