

JANET LEVREL

Head of Brand Design · Art Director · Graphic Designer
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PROFILE

Design leader and Art Director with 20+ years of experience across brand, communication and editorial design. Since 2016 at Staffbase, contributing to the company's growth from start-up to international scale-up and today leading the Brand Design team with a strong focus on marketing and brand communication. Increasingly focused on AI-enabled design systems, scalable creative workflows and enabling teams across the organisation to create high-quality, on-brand work more efficiently. International agency experience in Germany, France and Canada, combining strategic brand thinking, creative direction, hands-on design expertise and team leadership.

EXPERTISE

Brand Strategy & Art Direction	Brand Systems & Visual Identity	Creative Leadership
AI-Enabled Design Systems	Scalable Creative Workflows	Editorial & Digital Design

EXPERIENCE

Head of Brand Design / Art Director — Staffbase
Chemnitz, Germany · 2016 – present

- Lead the Brand Design team with a strong focus on marketing and brand communication, ensuring a consistent and scalable visual identity.
- Drive the strategic adoption of AI within the design team, identifying opportunities to rethink creative processes, build scalable systems and integrate AI into everyday design workflows.
- Build AI-enabled brand systems and reusable design solutions that enable teams across the organisation to create high-quality, on-brand materials more independently.
- Lead and enable the design team in developing scalable templates, tools and AI-enabled workflows that significantly reduce time spent on recurring design tasks while maintaining brand consistency and creative quality.
- Guide and prioritise the work of the design team while remaining closely involved in creative direction and key strategic projects.

Designer — Zebra Werbeagentur
Chemnitz, Germany · 2015 – 2016

- Created and adapted integrated advertising campaigns for clients including RWE.

Art Director — Tank
Montreal, Canada · 2013 – 2014

- Art direction and campaign development in a pharmaceutical-focused agency for clients including Bristol Myers Squibb, AstraZeneca, Merck and Pfizer.

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Selected experience, education & capabilities

EARLIER EXPERIENCE

Montreal, Canada · 2010 – 2013

- Designed eLearning interfaces and sales materials, combining digital design with complex content communication.

Freelance Designer — Independent

International · since 2007

- Book cover and editorial design for independent authors, magazines and agencies including Alberta Venture, AppleMag, CIM, Akufen, IP3 and Stratenym.

Cartographer — Artifex

Bad Langensalza, Germany · 2001 – 2002

- Trained as a cartographer and created leisure and hiking maps.

EDUCATION

Diplom-Mediengestalterin — Bauhaus-Universität Weimar

Weimar, Germany · 2002 – 2007

- Diploma project À la Recherche de Camille Claudel, a thematic city guide to Paris, published by French publishing house Flammarion.

Animation Studies — Hogeschool Sint-Lukas Brussels

Brussels, Belgium · 2005 – 2006 · Six-month international study programme

ADDITIONAL STRENGTHS

Communication & marketing design · Book & editorial design · Web & interface design · App design · Logo design · Illustration · Team leadership & prioritisation · JIRA & sprint workflows · Accessible media preparation

LANGUAGES

Native German ·

French · Fluent, spoken & written

English · Fluent, spoken & written

TOOLS

Adobe Creative Cloud · Figma · Claude · Google Workspace · Microsoft PowerPoint · JIRA