

KEVIN GAUNT

CREATIVE DESIGN LEADER

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SUMMARY

Creative Director with 15+ years leading design for iconic consumer brands including OGX, Maui Moisture, Aveeno, Neutrogena, and Not Your Mother's haircare with a proven track record building and scaling high-performing creative teams, crafting emotionally resonant branding, and delivering end-to-end visual storytelling across packaging, campaigns, and digital content, recognized as a hands-on, "Swiss Army Knife" creative leader – equally skilled at building strategy, inspiring talent, and getting great ideas to shelf. Adept at leading creative through rapid growth, acquisition, and global expansion

Brand Identity | Packaging Design | Product Innovation | Product Development | Product Production Expertise | CPG Marketing | Design Communication | Storytelling | 360 Branding | Process Innovation | Process Improvement | Innovative Problem-Solver | Creative Ops | Culture Ambassador and Cultivator | Team Leadership | People Developer

EXPERIENCE

Not Your Mother's Haircare – A DeMert Brands Company – Tampa, FL | 2024-2025

Senior Director of Creative

Reported directly to the CEO and led a creative department of six, supporting Product Innovation, Integrated Marketing, Sales, and Supply Chain. Elevated the brand presence through influencer partnerships, retail activations, and improved creative processes, helping the company surpass its financial goals for 2024 while reinforcing its youthful, social-first identity.

- **Boosted social engagement with Influencer Boxes** – designed quarterly themed boxes sent to top creators, growing Instagram followers past **200K** and increasing brand conversation online
- **Led influencer partnership endcap at Ulta** – developed campaign and creative with Greta Wilson, delivering strong sales lift, viral social reach, and securing a second retailer partnership later in the year
- **Delivered award-winning retail presence** – directed the experiential design of Not Your Mother's booth at Ulta's national retailer convention, voted **Best in Show** among all participants
- **Improved packaging consistency & reduced costs** – audited product portfolio, standardized design specifications, and cut artwork errors and print costs, saving nearly **\$1M** year-over-year
- **Scaled creative resources quickly** – recruited freelance talent and contract designers enabling the department to fulfill every design request on time while maintaining top quality output
- **Strengthened team culture and engagement** – implemented weekly 1:1 check-ins, sponsored leadership training, and spearheaded the design of the new office space to reflect brand style and culture

Vogue International Haircare – A Johnson & Johnson Company – Clearwater, FL | 2016-2024

Head of Global Creative

Promoted post-acquisition to lead global creative strategy for OGX and Maui Moisture, plus new haircare lines for Aveeno and Neutrogena. Ensured the **founder-driven entrepreneurial spirit** that built a **\$3.3B valuation** was preserved while scaling processes, people, and global creative systems inside Johnson & Johnson. Partnered cross-functionally as part of the Executive Leadership Team to support a business that

delivered **+12% CAGR revenue growth in a +1–2% category**, consistent market share gains, and operating margins above 40%.

- **Directed hundreds of global product launches** – provided creative oversight across packaging, design, and marketing assets to fuel sustained global growth
- **Produced scrappy, high-impact sales tools** – delivered sizzle reels, retailer display renderings, and innovation prototypes at a fraction of agency cost, keeping excitement high and accelerating sell-in
- **Scaled creative processes for global reach** – implemented new labeling systems, automated digital asset pipelines, and cross functional workflows to meet increasing complexity and speed demands
- **Led creative support for global relaunches** – designed packaging and assets for *Aveeno* and *Neutrogena Hair Care* reintroductions, each generating \$30MM+ in Year 1 sales and expanding internationally
- **Recruited and coached top talent** – scaled a high-performing global creative team that sustained an entrepreneurial culture while delivering corporate-level execution
- **Championed culture and engagement** – built team morale through creative in-office programs (office Olympics, contests, celebrations) and community giving, driving 90%+ employee favorability

Vogue International – Clearwater, FL | 2008-2016

Senior Graphic Designer → Creative Lead

Joined as the company's sole in-house designer and grew into a senior leadership role as the business scaled from **\$75M to \$350M in revenue**, ultimately leading to its \$3.3B acquisition by Johnson & Johnson. Partnered closely with the founder and executive team to fuel rapid growth through creative innovation, distinctive packaging, and retailer-focused design.

- **Brought salon innovation to mass retail** – introduced *Argan Oil of Morocco* as a consumer brand first-to-market, creating the blueprint competitors later followed
- **Created fast, scrappy sell-in mockups** – hand-painted bottles and produced custom labels in-house to deliver retailer-ready prototypes ahead of competitors and win shelf space
- **Built brand equity through design** – developed *Biotin & Collagen* haircare packaging in distinctive purple, setting the category color standard later adopted across the industry
- **Elevated consumer engagement** – produced packaging, trade ads, and social content that turned *Coconut Miracle Oil* into one of OGX's top-selling collections
- **Expanded brand into body care** – led creative for *Coconut Coffee Body Wash & Scrub*, OGX's entry into a new category, which sold out at launch and repositioned the brand as a total care contender
- **Laid the foundation for Creative Department growth** – mentored new hires and introduced workflows that scaled creative support across Product Innovation, Sales, and Marketing

ADDITIONAL EXPERIENCE

BRICAN AMERICA INC., Miami, Florida, **Senior Graphic Designer**, 2006-2008. Led the Design Department in all aspects of new and custom flash/video content for their proprietary customer information system library for Optical centers throughout North America. Oversaw the Programming Department in the company software functionality, design, and upgrades. Maintained and oversaw necessary technical support communication for the company's national network of clients and sales associates. Conducted training sessions for new sales associates on software and equipment. Hired full-time and freelance employees for the Graphics and Programming departments.

SOCIAL AFFAIRS MAGAZINE, Miami, Florida, **Graphic Designer / Production Manager**, 2005-2006. Designed the magazine's publication logo, custom ads for local advertisers, and custom designs

elements for inclusion in each issue. Organized and collected all issue advertisement materials. Co-managed the publication production process.

GENESIS INTERNATIONAL MARKETING CORP., Miami, Florida, **Multimedia / Graphic Designer**, 2001-2005. Designed point-of-sale promotional multimedia collateral, videos, posters and show cards to assist with store sales. Created and designed store window displays for select products. Produced approved in-store advertisement transparencies and posters for a variety of high-end, duty-free distributed fragrances, such as Dolce & Gabbana, Versace, and Moschino.

EDUCATION

FULL SAIL UNIVERSITY, Winter Park, Florida
Associate of Science Degree in Digital Media

TALLAHASSEE COMMUNITY COLLEGE, Tallahassee, Florida
Associate of Arts Degree in Communications

TECHNICAL SKILLS

Adobe Creative Suite, Microsoft Office Suite, Apple iWork Suite, Motion Graphics, Video Production + Editing, Project Management Software (Wrike, Asana), Collaboration Tools (Mural, FigJam), Product Mock-Ups (traditional art media), Product Off-Set Printing Knowledge (various mediums: label, aerosol, direct print), Product Material Experience (Plastics: HDPE, PET, Polypropylene, pilot, production molds), In-Store Display Production Knowledge (direct print, lithography, PDQ, floor stands, custom end-caps).