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# JEREMIAH JOHN LOUF

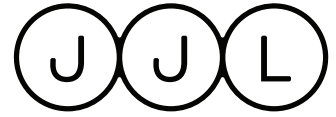
Creative Leader & Designer

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## about

Hands-on **creative leader & designer** with **15+ years** of experience, specializing in brand positioning and **brand identity**. Skilled in interpreting and translating complex, multifaceted business objectives into clear, comprehensive, and holistic brand solutions.

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## skills

### Toolbox:

- Adobe Creative Cloud
- WordPress
- Squarespace
- Shopify

### Mediums:

- Brand Strategy
- Positioning & Verbal Identity
- Visual Identity
- Web Design
- Brand Application

### Strengths

- Translating complex business objectives into creative solutions
- Strong listener & communicator
- Creating synergy between client objectives and the creative team
- Championing the interests of others

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## education

### BFA, Communication Design

MassArt — Boston, MA 2012

### AS, Entertainment Management & Audio Theory

Bay State College — Boston, MA 2008

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## work experience

### Co-founder, Creative Director

Heretic.Agency — Salem, MA 2014 - 2023

#### Overview

- 8+ years as an agency owner & Creative Director
- Built agency processes from sales to creative and shaped the growth of Heretic's brand practice
- Built, led, and learned from a team of 10 talented designers, developers, writers, and salespeople

#### Client Acquisition

- Secured millions in creative business through pitching, scoping, and acquisition

#### Client Relationships

- Led C-level executives and directors through holistic and transformative creative processes from conception to completion
- Empowered client-side mid-level professionals to achieve director roles
- Serviced, pitched, and interfaced with clients across the country daily

#### Design, Direction & Leadership

- Directed teams and played a hands-on role across various mediums, digital, print, photo, film, and music videos.
- Designed and managed digital creative for three international e-commerce brands generating seven-figure revenues annually
- Designed brand assets such as logos, typography, color palettes, and visual guidelines that ensure consistency across all touchpoints.

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### Interim Creative Director

Scratch Wireless, Acton, MA  
2012 - 2014

### UX/UI Designer

Dobot LLC, Boston, MA  
2012

### UX/UI Designer

Captains of Industry, Boston  
2013

### UI Designer

Shapemix, Boston, MA  
2011

### Interim Creative Director

Curata, Boston, MA  
2012 - 2013

### Brand Design Intern

Alphabet Arm Design,  
Boston, MA  
2010