

Jennifer Hauxhurst

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Building thoughtful, high-standard brands — with a little bit of delight.

Creative brand leader with global experience, blending strategy, storytelling, and craft to build brands that move with heart. Passionate about pushing work from good to great, I lead teams with empathy and vision — connecting creative excellence to real business impact across every touchpoint.

WORK EXPERIENCE

DANDELION PAYMENTS

IRVINE, CALIFORNIA • 2020 - PRESENT

GLOBAL HEAD OF BRAND + CREATIVE

- Launched Dandelion's brand from the ground up, shaping strategy, voice, visual identity, and messaging to position the company in a complex, competitive fintech space across global markets. The brand has since become the standard within the Euronet family for how to build and scale a modern financial brand.
- Built the full foundational creative system — personally designing brand guidelines, sales and product assets, video and animation styles, trade show experiences, and executive communications, all with a lean, scrappy team.
- Partnered across marketing, sales, and product functions to align brand strategy with business goals, advocate for consistency across regions, and support the company's expansion into new markets.

XE.COM

IRVINE, CALIFORNIA • 2020 - PRESENT

GLOBAL HEAD OF BRAND + CREATIVE

- Lead brand and creative strategy across consumer and corporate lines, working to evolve Xe's global brand to drive clearer messaging, stronger design consistency, and deeper customer connection across regions. Set the creative vision and inspired a lean team to elevate creative standards worldwide.
- Served as sole brand and creative lead for a product launch that contributed to 27% of the company's corporate YoY growth in 2024 — creating the full go-to-market experience, including trade show experience, product demos, sizzle reels, sales enablement, and executive communications.
- Balanced strategic leadership with hands-on execution, personally designing global campaigns, product storytelling assets, and executive presentations while collaborating cross-functionally to drive brand clarity and creative impact across markets.

GLOBAL DESIGN LEAD

- Led the strategy, design, and creative execution across all brand touchpoints — shaping the end-to-end experience for customers, employees, and internal audiences worldwide.
- Leveraged data and customer insights to evolve the visual identity, drive innovation, and lead strategic brand initiatives that supported key business and marketing objectives.
- Mentored junior creatives and cross-functional partners, fostering collaboration across regions and disciplines, and delivering beautiful, consistent work with pixel-perfect precision.

FIRE ENGINE RED
SENIOR DESIGN LEAD

REMOTE • 2013 – 2019

- Established the company's visual identity, design system, and brand guidelines, elevating creative standards and unifying customer and employee experiences.
- Implemented streamlined creative processes that drove a 200% year-over-year increase in deliverable output, improving efficiency and scaling support for business growth.

EDUCATION

BACHELOR OF ARTS in CREATIVE ADVERTISING + DIGITAL DESIGN

2004 – 2008

Michigan State University

AWARDS & SCHOLARSHIPS

CANNES LIONS ROGER HATCHUEL ACADEMY

Cannes Lions International Festival of Creativity

SKILLS

- Brand strategy and development
- Creative and art direction
- Brand and narrative storytelling
- Visual identity systems
- Messaging and voice development
- Campaign creative (digital and print)
- UX/UI design principles
- Typography and layout design
- Wireframing and prototyping (Sketch and Figma)
- Product marketing
- Animation and video production
- Adobe Creative Suite mastery
- Illustration and iconography
- Cross-functional team collaboration
- Creative team leadership and development
- Creative operations and workflow optimization
- Executive communications and presentations
- Global brand stewardship