

# SEADHNA TREACY

## MULTIDISCIPLINARY DESIGNER & CREATIVE DIRECTOR

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### SUMMARY

I am a Lead Designer and Creative Director specialised in building intentional brand systems that bridge the gap between high-fidelity aesthetics and commercial growth. Over the past four years, I have scaled my own studio's revenue by 200% while managing global brand ecosystems with 1.2M+ touchpoints. I lead projects from discovery to final production, across premium packaging, print, and conversion-led digital platforms.

### EXPERIENCE

#### Director / Lead Designer

2020 – Present  
Remote

##### The Kind Design Studio

- **Strategic Branding:** Lead deep-dive discovery workshops and visual identity systems for 40+ global clients, ensuring all assets align with commercial ROI and brand goals.
- **Commercial Growth:** Scaled annual studio revenue by 200% (£10k to £30k) by pivoting to high-ticket brand strategy and conversion-centric UX/UI for e-commerce.
- **Full-Lifecycle Execution:** Manage the end-to-end production of premium tactile packaging, print, and Webflow sites, including technical oversight of external vendors and developers.

#### Creative Director / Digital Strategist

2021 – 2026  
Remote

##### Anusara School of Hatha Yoga

- **Operational Leadership:** Directed the transition from viral growth to a stable, tech-led business model, maintaining ~\$170k annual revenue via community systems and a global LMS launch.
- **Performance Marketing:** Optimised a 1.1M+ email engine (Constant Contact) and YouTube channel (700k impressions), achieving a 44% open rate through psychology-led design and high-CTR assets.
- **Digital Infrastructure:** Led the modernisation of global educational delivery, connecting 800+ international teachers through a custom-built digital portal and newsletter.

#### Team Supervisor / VM / Marketing

2015 – 2019  
On Site

##### Flying Tiger Copenhagen

- **Leadership:** Managed a high-output team of 11, driving operational standards and efficiency in a fast-paced retail environment.
- **Commercial Impact:** Revitalised visual merchandising strategies using psychological stock placement to drive double-digit sales growth.

### EDUCATION

#### Business Management & Marketing

2018 – 2024  
Online

##### The Open University, UK



### STRENGTHS

#### 🔄 Collaboration

Partnering with developers, printers, and marketing teams to ensure seamless brand integration across all digital and physical platforms.

#### 📅 Project Management

Managing full creative lifecycles for 40+ global clients, ensuring high-value launches and strict production deadlines.

#### ⚙️ Creative Problem Solving

Transforming complex business challenges into intentional visual systems, navigating technical constraints in print and UX/UI.

#### 👁️ Attention to Detail

Maintaining rigorous standards in typography and prepress to deliver pixel-perfect digital assets and high-quality physical products.

### SKILLS

- Digital & Print
- Brand & Product
- Marketing & Content
- Creative Strategy

### PROFICIENT TOOLS

#### Design

Adobe Photoshop, Illustrator, Figma, InDesign, Premiere Pro, Canva, Framer, Claude

#### Digital Ecosystems

Webflow, Squarespace, Wix, Constant Contact, Mailchimp

#### Operations

Asana, Trello, Slack, MS Office, Loom, Notion, Data Reporting, Gemini, ChatGPT