JANE HAULDREN

Creative Operations • Studio Leadership • Business Transformation • AI Adoption
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Career Summary

Creative operations leader combining nearly a decade of studio leadership with hands-on AI workflow design. I have built and led multidisciplinary in-house studios, developed operating models and supported integrated programmes for Premier Inn, Guinness, BMW, DHL, Samsung and Sky.

My approach starts with the workflow, not the tool. I identify where projects lose momentum, then develop AI agents and automations for briefing, scoping, copywriting, resourcing and quality assurance. The aim is to reduce manual effort, improve information flow and give creative teams more time to focus on their work.

Key Achievements

- **Studio performance:** 25% reduction in time-to-market and 50% increase in asset output without additional headcount at Whitbread.
- **Global brand rollout:** Toolkits and launch playbooks delivered for an estate of more than 920 hotels across three continents.
- **Creative recognition:** Projects I helped deliver received 20+ industry awards, including The Drum Grand Prix, a D&AD Wood Pencil, World Travel Awards and Transform Awards Europe.

Core Skills and Competencies

- **AI Agents and Automation:** Design connected agents for briefing, scoping, copywriting, resourcing and QA, with clear inputs, outputs and review points.
- **AI Workflow Design and Adoption:** Assess routine studio work, simplify handovers and introduce practical, scalable processes.
- **Studio Leadership and Creative Operations:** Lead in-house teams, operating models, responsibilities and approval routes.
- **Production, Traffic and Resource Management:** Balance priorities, capacity and schedules across accounts and workstreams.
- **Briefing, Scoping and Project Delivery:** Turn objectives into actionable briefs and manage dependencies through to launch.
- **Stakeholder Partnership**: Align creative, marketing, digital, CRM and operational teams; maintain standards across channels.
- **Brand Governance and Quality Assurance:** Embed standards, toolkits and QA processes that keep work consistent across channels and markets.
- **Platforms:** monday.com, Asana, Trello, Jira, Float, Miro, Slack, Microsoft 365 and Adobe Creative Suite.
- **Certifications:** Adobe Certified Professional – Photoshop Visual Design AI 2025; monday.com Advanced Project Management Certification 2026.

Professional Experience

brandformula, London, Jul 2026–present
Production & Traffic Manager, Hybrid

Oversee studio production and traffic across multiple client accounts, balancing priorities, designer capacity and schedules.

- Keep briefs, responsibilities and dependencies visible to account handlers and designers from intake to delivery.

- Build connected AI agents and automations for briefing, scoping, copywriting and quality assurance.
- Design repeatable workflows intended to reduce manual coordination and improve information flow across the studio.
- Shape the studio's approach to AI adoption, identifying where automation adds value while keeping human creative judgement central to the process.

Whitbread PLC | London | Oct 2016–Jul 2025
Studio Manager (Head of Creative Studio & Operations) | Sep 2020–Jul 2025

Led the seven-person in-house creative studio for Premier Inn, hub and ZIP, supporting an international estate of more than 920 hotels.

- Managed project scope, resources, schedules and studio budget across concurrent brand and campaign programmes.
- Created governance and approval routes that clarified decisions and helped stakeholders and agency partners resolve dependencies.
- Introduced agile practices and early AI-assisted workflows as part of wider studio improvements associated with a 25% reduction in time-to-market.
- Delivered global brand toolkits and launch playbooks across three continents, alongside integrated digital, CRM, social, print and in-hotel campaigns.

Senior Design Manager | Oct 2016–Aug 2020

- Established the in-house studio, developing the team, brand guidance and production processes for an expanding hotel estate.
- Defined the department's remit and creative service offering, giving brand and marketing teams a clear route to in-house design expertise.
- Developed shared workflows and reusable content systems; asset output increased by 50% without additional headcount.
- Oversaw digital and in-hotel content, introduced new tools and upheld brand standards across markets before promotion.

Earlier career | Art Director and Senior Creative Lead | 2011–2016

Senior Digital Art Director at The Maverick Group and freelance Senior Creative Lead at Blackbridge Communications. Produced digital, print and experiential work for BMW, Coca-Cola, Guinness, Samsung, Sky, DHL, Aldi and Bacardi; led UX for Argos, Habitat and Homebase careers websites.

- **DHL Express – Certified International Specialist Programme:** Contributed to a rollout across 100,000 employees in 220 countries, supporting a reported €2.7bn turnaround.
- **Samsung – More Than Talk:** Led creative direction for a pan-European CSR campaign across 25 countries, raising more than $6m for breast cancer awareness.
- **Gibraltar FA – Team 54 | We're Ready:** Designed an integrated campaign supporting its UEFA membership bid; winner of The Drum Grand Prix.
- **Guinness Storehouse:** Art-directed an experience recognised with a D&AD Wood Pencil.

Education and Qualifications

- **MA Applied Arts**, Royal College of Art
- **BA 3D Design**, Manchester Metropolitan University
- **Diploma in Foundation Studies** in Art and Design, University for the Creative Arts
- **Professional development**: Whitbread Change Management; Microsoft 365 Adoption and Implementation.