LaTanya Beauregard

CREATIVE EXECUTIVE | BRAND + CREATIVE SERVICES | AI + CREATIVE TRANSFORMATION

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OVERVIEW

Global Creative Executive with 20+ years of experience leading in house creative studios, brand identity and integrated creative across entertainment, travel, hospitality and lifestyle. Builds high performing teams and partners with senior executives on high stakes work, from creative positioning and identity systems to campaigns, experiences and executive presentations. Ignites business ambition into culturally resonant, globally scalable brand platforms. Combines brand strategy, consumer insight, creative operations and AI enabled workflows, with leadership across the U.S., Hong Kong and Shanghai.

WORK EXPERIENCE

JUN 2026 - PRESENT

Rue 33 Brand + Creative Studio | Los Angeles, CA

Founder & Fractional Chief Creative Officer

- Partner with founders and business leaders to define brand positioning, consumer insight, messaging and creative strategy.
- Lead brand identities, visual and verbal systems, campaigns and digital experiences from concept through launch, directing multidisciplinary teams.
- Serve as a trusted creative advisor to executives, delivering positioning, presentations and scalable creative.
- Evaluate and integrate AI tools into creative workflows to improve speed and quality, with human insight at the center.

MAY 2023 - JUN 2026

Yellow Shoes Creative Group | Los Angeles, CA

Executive Director, Creative

- Led a 26 person in house creative team across Los Angeles and Orlando, setting vision and developing talent.
- Partnered with senior leadership to shape brand vision and growth strategy across a complex, multi business portfolio.
- Owned creative strategy and execution from brief to delivery across integrated campaigns, social, content, experiences and global productions.
- Integrated generative AI into creative workflows to speed ideation while preserving human judgment.
- Built campaigns for Disneyland's 70th anniversary, Tiana's Bayou Adventure and Cotino.

SKILLS

EXECUTIVE + CREATIVE LEADERSHIP

- Executive Leadership
- Global Creative Direction
- Creative Organization Design
- Executive Stakeholder Management

BRAND + BUSINESS STRATEGY

- Creative Brand Strategy
- Brand Identity Systems
- Brand Architecture
- Cultural Strategy
- Global Brand Strategy

TECHNOLOGY + INNOVATION

- Generative AI
- AI Literacy
- Emerging Technology
- AI-Enabled Creative Workflows
- Innovation Strategy
- Digital Transformation

CREATIVE + EXPERIENCE

- Integrated Campaigns
- Storytelling
- Executive Presentations
- Experiential Marketing
- Creative Operations

RECOGNITION

- Orlando Business Journal, Top 40 Under 40
- ADCOLOR Rising Star
- Orlando Business Journal, Women Who Mean Business
- The One Club / ADC100 Awards, In-House Jury
- The One Club, Next Creative Leaders Jury
- Regional and National ADDY recognition
- Industry speaker, panelist and podcast guest

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WORK EXPERIENCE

2021 - 2023
Yellow Shoes Creative Group l Celebration, FL
Group Creative Director

- Led integrated creative teams in developing strategic, business-driven solutions across major brand initiatives.
- Built cross-platform campaigns around strong organizing ideas designed to resonate across diverse audiences.
- Raised the bar for craft and ambitious thinking while guiding work from brief through final production.
- Partnered with executive stakeholders to advance major brand growth and marketplace initiatives.

2016 - 2021
Yellow Shoes Creative Group l Celebration, FL
Creative Director

- Responded to evolving consumer and business needs by leading integrated teams across Copy, Art, Design and Production.
- Expanded campaigns across emerging media platforms, developing integrated work around strong organizing ideas.
- Advanced innovation and junior talent development by creating a bicoastal internship program designed to build long-term creative capability.
- Delivered high quality creative at scale, aligned with organizational priorities.

2016 & 2018
Yellow Shoes Creative Group l Shanghai + Hong Kong
Creative Director / Creative Lead

- Led creative direction for the launch and grand opening of Shanghai Disneyland Resort, overseeing integrated, multi-channel initiatives across internal teams and external agency partners.
- Served as creative lead and interim site leader for Hong Kong Disneyland, driving higher visitation and social engagement through the resort's largest character launch to date.
- Expanded agency capabilities and optimized creative resources across Communication, Social and Operations partners.
- Applied firsthand cultural insight from living and working in Shanghai and Hong Kong to shape creative for local and international audiences.

EDUCATION

2009
SAVANNAH COLLEGE OF ART & DESIGN
Savannah, GA

- M.A. Graphic Design + Interactive

2004
FLORIDA A&M UNIVERSITY
Tallahassee, FL

- B.S. Graphic Design
- GPA: 3.8 / 4.0

LEADERSHIP + IMPACT

I lead with the belief that great creative organizations require equal parts ambition, structure, curiosity and trust. My approach combines cultural intelligence, strategic clarity and human-centered leadership with an openness to emerging technology and new ways of working. I believe AI should expand creative possibility, not replace the judgment, taste and lived experience that make ideas matter.

SELECTED IMPACT

- Won the ANA Grand Prize with "We Came to Play," lifting awareness 40%.
- Directed creative leadership for the launch and grand opening of Shanghai Disneyland Resort.
- Led market-specific creative for Hong Kong Disneyland Resort, combining local cultural insight with global brand standards.
- Led brand and creative strategy across Disney Cruise Line, Aulani, Storyliving by Disney and Cotino, spanning travel, hospitality, destination branding and emerging residential experiences.
- Built and led integrated creative teams across Los Angeles, Florida and international markets.
- Developed audience and consumer profiles supporting new-market and new-business expansion.
- Led creative systems spanning brand, social, performance, content, experiential and production.