

Jonathan James Theriault

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[Linkedin](#) | [Portfolio](#) | [Email](#)

People Manager | Senior Creative Consultant | Hospitality Leader | Talent Acquisition Designer | Environmental Producer | Cultural Leader | Systems Scientist

AREAS OF EXPERTISE

Strategic Planning | Talent Acquisition | Operational Efficiency | Budgetary Management | Vendor Relations | MidJourney | AI Language Study | video optimization | YouTube | Catering Logistics | Prototyping | PowerPoint | Microsoft Suite | Word | Mac and PC systems | Adobe Suite | Pattern Management | Branding

EXPERIENCE

Happier Grocery, New York, NY
Director of Service & E Commerce

February 2026 - Current

Increased our online and in-store customer service standards; increased YOY sales 186%

- Led YoY Q1/Q2 from \$488k to \$1.4 million in online sales (InstaCart, Site-Owned, DoorDash)
- Redesigned UI ordering system; increased inventory awareness and shopping efficiency
- Expanded communication channels for our Green and Black Membership
- Trained in-store service associates and Specialists on Empathic Design Shopping

Apollo Bagels, New York, NY
Head of Operation, New Stores & Talent

March 2024 - January 2026

Managed over 80 employees, 6 Store Managers (Manhattan, Williamsburg and Hoboken)

- Created our company's hiring protocol and onboarding program for new hires
- Led GMs and directed a Monthly Store Bonus structure
- Built \$600,000k catering channel with Google, 5th Ave Hotel, Supreme & Kiehl's
- Developed operational/ training structures for store consistency and customer retention
- Delivered monthly DOH / store walkthrough compliance to continue industry standard

Capital One Financial - US Card, New York, NY
Senior Creative Manager | Consultant

July 2019 - January 2024

Led the digital, print and video production for 14,000+ associates with US Card Communications.

- Created graphic campaign materials (decks, newsletters, earnings) for all of US Card Executive events.
- Managed vendors for design, email design and video production needs.
- Directed budget spend of vendors and internal technology and services.
- Managed timelines and project goals and objectives based on executive needs.
- Produced the highest viewed video feature (11,000+ unique views) internally at Capital One.
- Built an internal studio with foundational processes and best practices.

Capital One Financial - US Card, New York, NY

Senior Associate | Creative Lead

January 2017 - July 2019

Managed an internal creative studio that reduced expenses by \$120,000 yearly.

- Produced all video and event material for the President of Commercial Bank & the executive team.
- Created a multi-platform marketing campaign based on analytics from historical data.
- Created Town Hall presentations for executives and quarterly reports with Google slides / decks.
- Managed, edited, and photographed executive and associate headshots for Commercial Bank.
- Designed branding for 6,000+ associates within Commercial Bank.

1.800.Flowers - Harry & David, Medford, OR

Lead Graphic Designer

December 2013 - January 2017

Created illustrations, theme boards and style guides for nationally distributed products.

- Designed award-winning gourmet food structures, seasonal merchandise and wine labeling.
- Partnered with art directors and engineers to create packaging campaigns.
- Prototyped structures for stores and wholesale (WalMart, Target & Macy's).

TigerStop LLC, Portland, OR

Product Designer & Marketing Specialist

October 2012 - November 2013

- Re-branded TigerStop through digital, print and industrial material for 20,000+ users.
- Created immersive trade show displays and fabric wrapping for visual engagement.
- Co-engineered and managed our B2B marketing campaign with 100,000+ readership.

Disney University - Walt Disney World Resort, Orlando, FL

Graphic Designer & Marketing Strategist

June 2009 - October 2012

- Designed digital and print collateral for Shanghai Resort, Aulani Resort and Disney Cruise Line.
- Partnered with The Dark Knight marketing team 42 Entertainment for engagement strategy.
- Developed typographical communication, logo templates, branding, vector production.

EDUCATION

MidJourney - UDemoy - AI Language & Commands, New York, NY

Illustration - Gesture Drawing - Pixar – Schoolism, Vancouver, Canada.

Bachelor of Arts (Visual Communication Design) - Eastern Washington University, Spokane, WA.