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## ENLIGHTEN TAPS ANDERSON AS EXECUTIVE CREATIVE DIRECTOR



Ann Arbor, Michigan's Enlighten has hired James Todd "JT" Anderson to head its User Experience Group as Vice President, Executive Creative Director. Anderson will lead the agency's integrated Creative, Design, and Information Architecture groups, responsible for brand strategy, digital campaign development, rich media design and production, social media strategy, online advertising, and website structure and design. Anderson joins from Leo Burnett, where he was a creative director and associate creative director. Founded in 1983, Enlighten is an interactive marketing, web development, data analytics, and strategic consulting firm. Clients include John Frieda, Jergens, Bioré, Olympic Paint, Comerica and others.

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