

# Jared Hamaguchi

Senior Art Director | Brand • Campaign • Digital Enterprise

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## PROFESSIONAL SUMMARY

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- Senior Agency Art Director with over 15 years of agency experience in national brand campaign development and production in print, enterprise digital platforms, 3D content, broadcast, OOH, packaging, and environmental branding for clients including Toyota, Nissan, Honda, Oppo, and Cue Medical Inc.
- Led creative teams in iterative development and redesign of enterprise platforms for [toyota.com](http://toyota.com) and [toyota.com/owners](http://toyota.com/owners)
- Developed creative workflow operations and digital asset management processes
- Proficient in Adobe Creative Suite, Figma, Sketch, digital and print-production processes, brand style guide design and implementation, and team leadership

## EXPERIENCE

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### Pre-press Specialist/Print Producer

Jul 2025 – Jan 2026

Company: Jacobs

Client: American Honda Motor Co.

- Managed pre-press, printing and bindery staff
- Print Production, Quality Assurance & Approval (press check)
- Procurement

### Creative Director / Senior Art Director / Art Director

May 2020 – Current

Freelance

#### Art Director (Freelance)

Jul 2023 – Jul 2023

Agency: Designory

Client: Nissan/Infiniti

- Concept development for digital 3D vehicle assets and environments

#### Creative Director (Freelance)

Apr 2022 – May 2023

Agency: Great Inc.

Client: Oppo, Xiaomi

- Developed international brand style guides for global media partners
- Managed and coordinated the onshore creative team
- Visual design and language translation oversight

#### Art Director (Freelance)

Jun 2022 – Jul 2022

Agency: Rubin, Postaer & Associates

Client: Honda/Acura

- Concept development for digital 3D vehicle assets and environments

## Art Director

Jan 2001 – May 2020

Agency: Saatchi & Saatchi, LA

Client: Toyota

- Executed creative strategies for 360, integrated, and single-channel campaigns
- Collaborated closely with agency leadership, product owners, UX, business analysts, production, and cross-functional teams
- Partnered with copywriters to develop on-strategy TV, print, OOH, collateral, in-showroom, and enterprise digital campaigns
- Directed photographers, illustrators, and stylists through campaign production processes
- Performed creative qualitative reviews
- Utilized Agile methodologies (Scrum and Kanban) as an iterative improvement process to apply input values from stakeholders, team members, and end users
- Developed digital platform design operation systems, unified style guides, and digital management asset systems, elevating team performance and maintaining brand consistency
- Applied strategic and analytic data insights to guide digital platform visual language and architecture, increasing website usability and user engagement
- Designed product launch and carry-over vehicle model landing pages for Toyota.com
- Re-designed toyota.com/owners platform, increasing engagement and registration rates — 20% increase targeted, 42% increase achieved
- Performed digital platform QA across responsive desktop, mobile, and tablet devices
- Directed 3D content and product asset generation
- Spearheaded HDRI environment design & compositing for static and animated demos
- Produced print mechanicals and press-ready files for publication and product packaging

## SKILLS

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- Creative Concept Development
- Art Direction for 360° & Integrated Campaigns
- Enterprise Digital Platform Visual Design
- Mobile App Visual Design
- Brand Development & Identity Design
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Certified Scrum Master
- Agile Feedback Integration
- Figma
- Sketch
- UX/UI Principles
- Print Production
- Digital Asset Management
- Vendor Production Direction

## EDUCATION

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California State University - Fullerton

B.A. Communications: Radio, TV, Film