

# JARED HAMAGUCHI

Senior Art Director

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## SUMMARY

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Senior Art Director experienced in the creative development of 360° / integrated campaigns and multichannel marketing. Adept at enhancing usability across digital platforms, managing asset generation, and aligning brand consistencies throughout multimedia platforms. Skilled client collaborator with a strong track record of fostering unity, streamlining processes, and delivering products on time and within budget.

## CAREER HIGHLIGHTS

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### Freelance

Senior Art Director / Creative Director

2020–Current

- Build and manage creative teams
- Produce pitch decks
- Develop Visual Identity Systems' brand style guides

### Greater Inc.

2022-2023

Creative Director (*Freelance*)

Client: Oppo, Xiaomi

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

### Designory

2023

Art Director (*Freelance*)

Client: Nissan/Infiniti

- Enhanced vehicle brand presence art directing digital vehicle assets and environments

### We Are Joy

2023

Senior Art Director (*Freelance*)

Client: Cue Medical, Inc.

- Designed and ensured print production fidelity for product packaging

### Rubin, Postaer & Associates

2022

Art Director (*Freelance*)

Client: Honda/Acura

- Enhanced vehicle brand presence art directing digital vehicle assets and environments

## Saatchi & Saatchi, LA

2001-2020

Art Director

Client: Toyota/Lexus

- Deployed an ADA-compliant Visual Identity System across Toyota's customer retention site
- Performed site-wide design enhancements on Toyota's enterprise digital platforms, increasing customer registration
- Redesigned dealer locator, resulting in an increase of CTRs by 49% on desktop and 28% on mobile devices
- Directed and executed integrated campaigns for print, digital, OOH, and broadcast
- Directed photography and 3D HDRI digital vehicle imagery, environments, and animated demos
- Designed Toyota auto show graphics, dealership showroom elements and POS kits
- Lead AD on Toyota's launch of Camry and Tundra motorsports brand presence in NASCAR

## Industrial Light & Magic

Visual Development Assistant

Project: "Star Wars (Episode 1)"

- Supported Art Director, Production Designer, and Visual Development Team
- Created visual development design asset management system

## Dreamworks Animation

Visual Development Assistant

Project: "Shrek"

- Supported Art Director, Production Designer, and Visual Development Team
- Created visual development design asset management system

## SKILLS

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- Creative Concept Development
- Brand Identity Design
- Art Direction for Multichannel Campaigns
- Graphic Design Software Proficiency (Adobe)
- Web Design Software Proficiency (Figma/Sketch)
- Agile Feedback Integration
- UX/UI Principles
- Vendor Production Management
- Adaptability
- Creative Vision
- Team Leadership
- Creative Collaboration
- Attention to Detail
- Conflict Resolution
- Time Management
- Transparent Communication

## EDUCATION

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California State University - Fullerton

B.A. Communications: Radio, TV, Film