

JARED HAMAGUCHI

Senior Art Director | Brand • Campaign • Digital Enterprise

Los Angeles, CA • jaredhamaguchi.com • linkedin.com/in/jaredhamaguchi • jhamaguchi@verizon.net

SUMMARY

Accomplished multi-disciplinary Senior Art Director with extensive agency experience in team leadership, campaign concept development, and brand visual design. I believe in creating spaces to ensure the highest sustainable creative performance levels by optimizing procedures and building sensible infrastructure. As an end-to-end creative, I am adept at shepherding projects from inception to delivery with complete fidelity and on-strategy.

EXPERIENCE

Creative Director / Sr. Art Director / Art Director
Freelance

May 2020 – Current

Art Director (Freelance)

Jul 2023 – Jul 2023

Agency: Designory

Client: Nissan/Infiniti

- Developed 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

Senior Art Director (Freelance)

Feb 2023 – Mar 2023

Agency: We Are Joy

Client: Cue Medical, Inc.

- Designed and ensured printing and packaging production fidelity
- Final art retouching

Art Director (Freelance)

Jun 2022 – Jul 2022

Agency: Rubin, Postaer & Associates

Client: Honda/Acura

- Developed digital 3D vehicle assets and environments

Art Director

Jan 2001 – May 2020

Agency: Saatchi & Saatchi, LA

Client: Toyota

- Collaborated with executive creative leadership, product owners, and cross-functional teams to ensure that creative strategies for 360, integrated, and single-channel campaigns were properly executed and supported brand messaging and business goals
- Partnered with copywriters to create on-strategy TV, print, OOH, collateral, and digital campaigns
- Directed photo shoots and stylists through the production process to ensure the look and feel of the projects adhered to the approved campaign design
- Performed creative reviews from production through the post-production process, working closely with clients and agency leadership for final approvals
- Re-designed launch and carry-over vehicle model landing pages for Toyota.com
- Re-designed toyota.com/owners platform to increase engagement and registration rates — 20% increase targeted, 42% increase achieved
- Performed digital platform QA tests across desktop, mobile, and tablet devices
- Developed digital platform design operation processes with uniform style guides, templates, and file sets, optimizing productivity
- Managed digital asset coordination, designed visual identity systems, implemented ADA compliance, and maintained brand consistency across campaigns and platforms
- Utilized strategic and analytic data insights to guide visual language and architecture to increase campaign effectiveness and engagement
- Directed pre-launch 3D vehicle asset production with HDRI environments and compositing for static and animated demos
- Ensured on-set acquired artwork met all media specifications and criteria

SKILLS

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

EDUCATION

California State University - Fullerton

B.A. Communications: Radio, TV, Film