



Summary:

I am a creative specializing in experience (UX) & visual (UI) design with a track record for some of the most recognizable brands and agencies. My creative leadership fosters collaboration, attracts talent, sparks innovative thinking, and delivers proven results.

With an award-winning design background, I bring a unique perspective born from urban graffiti roots and refined through design school and extensive work for top brands and clients. My creative journey includes running record labels, developing video games, designing/customizing shoes for leading brands, and even winning Grammys.

I'm known simply as "Joey" to my peers, a creative with a lifetime of diverse experiences, and I'm excited about the endless possibilities in my creative career.

Experience:



Senior Creative Director / Head of Creative & Design, Digital



Fanatics, Inc. / Topps Digital

May 2022 – March 2023 (10 months)

+ As Principal Creative for Fanatics Collectibles/Topps Digital, I led and managed a department of creative professionals, providing creative direction, oversight, and mentorship across all verticals, including digital collectible apps: Topps Bunt, Star Wars Card Trader, Disney Collect, Marvel Collect, Topps Kick & Skate, Web3/digital collectibles, content, .com, and more. This encompassed overseeing all UX/UI/Product design aspects.

+ Product portfolio included a range of sports and entertainment properties, such as MLB, NFL, NHL, WWE, Bundesliga & UEFA, Marvel, Star Wars, Disney & Garbage Pail Kids.

+ In this role, I oversaw all aspects of creative development, from concepting and design to production and implementation. I worked closely with cross-functional teams, including product management, engineering, and marketing, to ensure that all products and campaigns met business goals and user needs.

+ As a leader, I fostered a culture of creativity and innovation within the department, encouraging team members to push boundaries and explore new ideas. I provided mentorship and guidance to help team members grow and develop their skills, while also ensuring that everyone worked collaboratively and efficiently.

+ Overall, my leadership and creative direction, including oversight of all UX/UI/Product design, were instrumental in creating engaging and high-quality products that delighted fans and drove business success. I am proud of the impact that my team and I had on the business and its customers, and I look forward to continuing to lead and inspire creative teams in the future.



Creative Director, Design

Critical Mass / Omnicom Group

Oct 2021 - May 2022 (8 months)

- + Oversaw the creative across AT&T B2B, Corporate and FirstNet to develop and execute innovative advertising campaigns across all digital (Social pre-rolls, OLV, landing pages/microsites, OOH, etc.) while managing a team of 8+ creatives (art directors, sr. designers/designers and writers) and worked closely with our sister agency BBDO's executive creatives directors.
- + Provided strategic creative direction and oversight for AT&T's digital campaigns, ensuring that they aligned with the client's business goals and targeted the right audiences. By working closely with cross-functional teams, including marketing, account, engineering, production, and producers/directors.
- + Fostered a culture of creativity and collaboration within the team, empowering members to think outside the box and pursue innovative ideas. Through regular feedback and mentorship, I helped team members develop their skills and advance in their careers, resulting in improvement in overall team performance.



Creative Director, Experience & Visual Design



Razorfish (Formerly Rosetta/SapientRazorfish_/Publicis Sapient) / Publicis Groupe

Feb 2015 - Dec 2020 (5 years, 10 months)

- + Oversaw user experience and visual design for all Samsung projects, from .com related projects, app design to building retail experiences for Samsung's flagship stores and retail partners across the globe, as well as overseeing all usability testing for every retail experience release.
- + Led a team of creatives (assoc. creative directors, art directors, designers, writers) in executing creative concepts for a wide range of projects for Samsung USA and Global market, while working closely with our strategist, producers, developers, and account directors to ensure the needs of the client were fully met.
- + Duties included working closely with our in-house film/post-production department to create interactive demos and videos for these experiences and having to approve edits and 3D product renders, etc. before sending over to client for approval.
- + Responsibilities also included influencing, mentoring and overseeing a constant growing creative team to make sure they grew as creatives and help to further their careers within the company and to build a positive team atmosphere in our work environment/place.
- + Creative lead on the following retail experiences: Samsung GS7, Note7, GS8, Note8, GS9, Note9, GS10, Family Hub, Connected Living (SmartThings), Galaxy Home, Tabs S3, Tab S4 to name a few, as well as a global redesign for [Samsung.com](https://www.samsung.com) and other .com related projects.



UX/UI Design Director, Mobile Games

BluBox Games / Collision Studios

Jul 2014 - Jan 2015 (7 months)

- + Led the user experience and visual design for all BluBox Games. Had oversight on the visual/UI design team and worked closely with our in-house game designers to develop UX/UI best practices and game design guidelines for their mobile games.

- + Worked closely with producers, designers, marketing and copywriters to conceptualize, design and execute visual solutions for mobile games such as FastFinger, Fortress Fury, Barbie Dream Careers (Mattel) (UX/UI oversight only) and Monster High Ghouls & Jewels (Mattel).
- + Responsibilities also included mentoring and overseeing a growing visual/UI design team on user-centered UX/UI design principles and methodologies, as well as being in charge of all creative approvals.



UX/UI Design Manager, Interactive

Electronic Arts (EA)

Oct 2012 - May 2013 (8 months)

- + Lead the UX/UI direction and design for EA mobile Interactive, with a focus on developing UX/UI best practices and design guidelines for mobile games. Worked closely with game designers on a wide-range of in-game experiences.
- + Incorporated usability and focus groups testing to validate design concepts, interaction design, experience design and product direction that led to improvements for new game releases.
- + Provided art direction and inspiration to a growing interactive creative/development team, mentored colleagues on user-centered design principles & methodologies, and helped build a positive team work environment.



Senior Art Director / Creative Consultant, Acquisitions

Electronic Arts (EA)

Jul 2011 - Jul 2012 (1 year 1 month)

- + Worked closely with managers, designers, strategist and copywriters within the Creative Services team to develop creative concepts for a wide range of projects for EA mobile games, including promotional and marketing campaigns, submission assets for all mobile platforms including game logos/icons/splash images, consumer benefit screens, interactive/web/app design (UI/UX), interactive PODs and more.
- + Responsible for the art direction, design and development of the EA Daily Deals 1.0 and 2.0 site which was awarded a W3 award. Including the UX/UI design process, art direction/design and daily production of the newly EA mobile promotional store platform.
- + Duties also included the reviewing and approval of all creative that came through the EA Interactive Creative Services department to ensure that all creative was consistent visually throughout all marketing for EA mobile games while mentoring, inspiring and overseeing a design team of 10 (EALA & EA Romania).



Owner / Executive Creative Director, Experience & Visual Design / Manager / A&R

Hi Def Media, LLC

Jul 1997 – Present (24 years +)

- + Key duties consisted of creative direction, art direction, design (UX/UI) and project management for any creative needs in the corporate/technology/entertainment industries, specializing in web/app design, interactive design, retail experience design, print and brand identity design to apparel/shoe design.

- + Tasks included artist management/artist development with a focus of recruiting new talent, guiding signed artists/producers, and dealing with the day-to-day obligations of their music careers.
- + Specializing in music supervision/A&R to deliver audio solutions for clients looking to enhance their music brand by creating or securing an original or licensed music track to video games, tv, film and the retail space.



Creative Director / Designer / Label Manager / A&R



Rebel Music Group / Universal Music Group

Mar 2007 - Apr 2012 (5 years 2 months)

- + Responsible for all record label decisions. Approved and managed the production schedules, budgets and release dates of all music and content.
- + Creative direction, design and project management of all album campaigns, from retail, promotional marketing to online and advanced media tools.
- + Head of A&R with main focus of recruiting new talent, guiding artists, facilitating collaboration between music producers and artists, and securing guest appearances for artists on their album releases.



Creative Director / Designer / Producer

International Syndicated Radio & MTV show, The "Wake Up Show" With Sway & King Tech

Jul 1998 - Sep 2010 (12 years 3 months)

- + Organized shows and production schedules; gathered production elements and booked recording artist for interviews and guest appearances.
- + Creative direction, design and maintenance of the "Wake Up Show" branding across all media such as TV, print, web and promotional items, as well as any album campaign being released under the WUS moniker.
- + Coordinated the production & post-production of both the radio and TV show.



Creative Director

Dewey Square Group

Apr 2008 - Jun 2009 (1 year 3 months)

- + Task included creative direction & design for online campaigns in the corporate industry from technology to political websites. Primary duties included overseeing Maria Shriver's website for The Women's Conference and election campaign microsites.



Creative Director / Designer / Label Manager / A&R



Angeles Records / Fontana Dist. / Universal Music Group

Feb 2005 - Feb 2008 (3 years 1 month)

- + Creative direction, design and project management of all album campaigns, from retail, promotional marketing to online and advanced media tools.

- + Responsible for all record label decisions. Approved and managed the production schedules, budgets and release dates of all music and content.
- + Artist development with main focus of recruiting new talent, guiding artists, facilitating collaboration between music producers and artists, and securing guest appearances for artists on their album releases.



Art Director / Designer

Sony Music / Sony Connect

Aug 2005 – Dec 2006 (1 year 4 months)

- + Art direction and design of marketing & promotional material for Sony Music's online store: connect.com.
- + Duties included designing and directing custom artist pages, artist interview pages, genre themed radio stations, seasonal promotional campaigns, newsletters/email designs and all online store promotes/ads.



Art Director, Consultant

Blast Radius

Nov 2003 - Mar 2004 (5 months)

- + Provided art direction and design needs for the LA office, servicing Activision (Tony Hawk's Underground official game site), Atari, MTX and Puma, as well as movie and other video game sites, ad banners, flash-based games and music players.



Art Director / Sr. Producer

Sony Pictures Digital Entertainment - Sony Screenblast

Jul 2002 - Nov 2003 (1 year 5 months)

- + Managed the "Wake Up Show (Sway & King Tech)" business proposals, budgets, art direction and design. Communicated the essence of the hip hop culture through art direction, site design and content.
- + In charge of overseeing and producing the "Wake Up Show" project from inception to continual day-to-day tasks necessary to maintain the website.
- + Conceptualized, designed, animated, and edited the dynamic Flash-based templates, e-cards, albums, scrapbooks, games and music players, illustrating artwork for the clips and effects gallery, and designing promotional print materials to be bundled with Sony VAIO laptops for all of Screenblast.com.
- + Duties included overseeing a design team of eight, as well as being in charge of all creative deadlines.



Senior Designer

Sony Pictures Entertainment

Dec 2000 - Jul 2002 (1 year 8 months)

- + Designed and developed film, TV & entertainment websites for the studio such as Girl Interrupted, Girlfight, Black & White, Center Stage, Dawson's Creek and Screenblast 1.0, while working closely with the

art directors, producers, account managers and content strategist to ensure projects were completed on time and done to the studio's standards.

+ Tasks also included flash and HTML development, interactive microsites, animated ad banners, newsletters/email design, and promotional print materials.



Lead Designer

Sony Pictures Entertainment - Columbia Tristar Interactive

Nov 1999 - Dec 2000 (1 year 2 months)



Graphic / Web Designer

TRW Systems & Technology (currently Northrop Grumman)

May 1998 - Nov 1999 (1 year 7 months)

Education:



California State University, Dominguez Hills

Bachelor of Arts, Design with a minor in Business



California State University, Northridge

Undergraduate studies, Electrical and Civil Engineering

Skills:

Creative Direction • Entertainment • Art Direction • Digital Art • User Interface • User Experience • Interaction Design • Social Media • Product Design • Design Direction • Music Supervision/A&R

Honors & Awards:



Silver Winner - EA Mobile Daily Deals - W3 Awards

EA Mobile Daily Deals site/mobile app - Art Direction, Design (UI/UX) & Production



Grammy Winner – Best Rap Album for Eminem's "Recovery" Album

2011 Grammy Awards

As part of music producer DJ Khalil's management team & A&R