

JARED HAMAGUCHI

Senior Art Director | Brand • Campaign • Digital Enterprise

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SUMMARY

Accomplished multi-disciplinary Senior Art Director with twenty years of 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

Freelance

May 2020 – Current

Creative Director / Sr. Art Director / Art Director

Designory

Jul 2023 – Jul 2023

Art Director (Freelance)

Client: Nissan/Infiniti

- Art directed digital 3D vehicle assets and environments

Great Inc.

Apr 2022 – May 2023

Creative Director (Freelance)

Client: Oppo, Xiaomi

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

We Are Joy

Feb 2023 – Mar 2023

Senior Art Director (Freelance)

Client: Cue Medical, Inc.

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

Rubin, Postaer & Associates

Jun 2022 – Jul 2022

Art Director (Freelance)

Client: Honda/Acura

- Art directed digital 3D vehicle assets and environments

Saatchi & Saatchi, LA

Jan 2001 – May 2020

Art Director

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
- Directed the visual redesign of the Toyota Owners customer retention digital platform to increase registration rates — 20% increase targeted, 42% increase achieved
- Performed digital platform QA tests across desktop, mobile, and tablet devices
- Maintained up-to-date knowledge of design and production tools to ensure the team's technical proficiency
- 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
- Concept Development
- Art Direction for 360° & Integrated Campaigns
- Enterprise Digital Platform Visual Design
- Mobile App Visual Design
- Brand Development & Identity Design
- Certified Scrum Master
- Agile Feedback Integration
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Figma
- Sketch
- UX/UI Principles
- Print Production
- Vendor Production Management

EDUCATION

California State University - Fullerton
B.A. Communications: Radio, TV, Film