

# JARED HAMAGUCHI

Senior Art Director | Brand • Multichannel • Digital Enterprise

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## SUMMARY

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Sr. Art Director experienced in team leadership for the creative development of 360° / integrated campaigns and multichannel marketing. Adept at enhancing site usability across digital platforms, designing for brand consistency throughout integrated campaigns, and managing asset generation teams. A skilled client collaborator with a strong track record of fostering unity, streamlining processes, and delivering products on time and within budget.

## EXPERIENCE

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### 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 agency teams to ensure that creative strategies were properly executed and supported both brand messaging and business goals
- Partnered with copywriters to distill planning and briefs to create on-strategy campaigns
- Directed photographers and stylists to ensure the look and feel of the production adhered to the approved campaign design
- Performed creative reviews from production through the post-production process, working closely with clients and group creative directors for final approvals
- Spearheaded the visual and functional redesign of the Toyota Owners digital platform to increase registration rates — 20% increase targeted, 42% increase achieved
- Maintained up-to-date knowledge of design and production tools to ensure the team's technical proficiency
- Identified and redesigned outdated workflow processes, establishing key digital platform style guides, templates, and file sets
- Managed digital asset coordination, standardizing Visual Identity Systems, 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 3D vehicle asset production, HDRI environments, and compositing
- Ensured on-set acquired artwork met all media specifications and criteria, reducing retouching and post-production costs

## SKILLS

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- Art Direction for Campaign & Multichannel
- Creative Strategy
- Concept Development
- Enterprise Digital Platform Design
- Mobile App Visual Design
- Brand Leadership & Identity Design
- Certified Scrum Master
- Agile Feedback Integration
- Visual Design Software Proficiency
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Figma
- Sketch
- UX/UI Principles
- Vendor Production Management

## EDUCATION

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