

JOEL RICHARD V. ESCORPISO

GREATER LOS ANGELES AREA • OVER 23 YEARS OF EXPERIENCE IN GRAPHIC DESIGN

M 949 872 9809 E JOELRICHARD@GMAIL.COM W JRESCORPISO.COM

SENIOR CREATIVE DIRECTOR

CREATIVE & ART DIRECTION
MARKETING CREATIVE SERVICES

BRAND DEVELOPMENT & MANAGEMENT
CORPORATE & EVENT BRANDING

CREATIVE TEAM MANAGEMENT
PRESENTATION DESIGN

TECHNOLOGIES

Mac OS, Windows, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Experience Design (XD), Figma, Experience Manager (AEM), Acrobat, AfterEffects), iMovie, iWork (Pages, Numbers, Keynote), Microsoft 365 (PowerPoint, Word, Excel, Outlook, Teams, OneDrive, SharePoint), HTML, CSS, Wix, Squarespace, Canva, Eventbrite, MailChimp, JIRA, Basecamp, ProofHQ, Wrike, Asana, Frame.io, ZenDesk, TypeForm, Streamyard, Facebook, Instagram, TikTok, Snapchat, Clubhouse, Amazon Storefront, ChatGPT, Google Gemini, Google NotebookLM, Microsoft Co-Pilot, Midjourney, Claude

INDUSTRIES

Design, Digital Advertising, Technology, E-Commerce, Retail, Entertainment, Financial Services, Finance Technology, Consumer Packaged Goods, Health & Wellness, Direct Selling, Human Resources

EXPERIENCE

DC ENTERPRISES

Mahwah, New Jersey / August 2024 – Present / Remote

SENIOR CREATIVE DIRECTOR / HEAD OF CREATIVE

AMARE

Mahwah, New Jersey / August 2025 – Present / Remote

(Amare, is a subsidiary of the DC Enterprises family of companies.)

- Lead visual branding, design, and video creation for corporate, sales, events, and product marketing
- Ensure brand consistency by managing brand development and evolution
- Spearhead the comprehensive visual rebranding of Amare's global sales, marketing, and product assets, encompassing packaging, email campaigns, website design, and social media marketing
- Reduce cost by 50% by backfilling and providing hands-on art direction-, graphic design-, and UI design-support while collaborating with high-level team members on marketing strategy
- Leverage AI to efficiently create, enhance, proof-read, and scale assets, reducing production time by 30%
- Assemble, supervise, remotely mentor and manage a creative team composed of an Art Director, Graphic Designers, Video Director, Video Producers, a Motion Graphics & 3D Artist, Photographers, and a Studio Manager
- Reporting directly to the Chief Marketing Officer

SENIOR CREATIVE DIRECTOR / HEAD OF CREATIVE

CLABS STUDIO

Mahwah, New Jersey / August 2024 – August 2025 / Remote

(cLABS Studio, was a subsidiary of the DC Enterprises family of companies. The creative services studio was acquired by Amare, a sister company under DC Enterprises mid-August 2025.)

- Assumed a dual role and spearheaded the operations of the creative studio following the company's President's departure
- Led visual branding, design, and video creation for corporate, sales, events, and product marketing for all of DC Enterprises' umbrella of companies: Amare, The Rootist, iLABS, Morae Packaging, Elements Connect, and Arum
- Ensured brand consistency by managing brand development and evolution of all sister brands
- Spearheaded the comprehensive visual rebranding of Amare's global sales, marketing, and product assets, encompassing packaging, email campaigns, website design, and social media marketing
- Reduced cost by 25% by backfilling and providing hands-on art direction-, graphic design-, and UI design-support while collaborating with high-level team members on marketing strategy
- Leveraged AI to efficiently create, enhance, proof-read, and scale assets, reducing production time by 30%
- Assembled, supervised, remotely mentored and managed a creative team composed of a Creative Director, a Brand Storyteller, a Art Director, Graphic Designers, Visual Designers, Video Director, Video Producers, a Video Editor, a Motion Graphics & 3D Artist, Photographers, and a Senior Creative Project Manager
- Reported directly to the Owner & Founder of DC Enterprises

SENIOR CREATIVE DIRECTOR, GLOBAL CREATIVE SERVICES – GLOBAL MARKETING

MODERE

Newport Beach, California / June 2020 – August 2024 / Location reopened as corporate HQ / Company closed doors on April 2025

Previously held role: Creative Director

- Oversaw the company's visual branding, design and video creation used for corporate, product marketing, email marketing, event marketing, e-commerce, sales recruitment, and sales collateral at the global corporate-level, under the close guidance of the Sr. Marketing Lead
- Ensured brand consistency by managing brand development and evolution
- Assembled, supervised, and remotely mentored and managed an in-house creative team comprised of Designers, Production Artists, Video Producers, Motion Graphics Artists, and Photographer under the Global Marketing umbrella
- Reduced cost by 30% by backfilling and providing hands-on art direction-, graphic design-, and UI design-support while collaborating with high-level team members on marketing strategy
- Oversaw the branding & design of the company's first North American retail location in SoHo, New York City, NY which opened their doors in late-December 2021
- Supported creative services team by developing design guidelines and templates for a 2023 holiday / Black Friday / Cyber Monday campaign which brought in nearly \$16MM+ in e-commerce revenue, a record-breaking \$30MM+ in 2022 and \$22.6MM+ in 2021, as well as \$14MM+ in 2020
- Improved brand awareness by developing co-branded digital content with Alfa Romeo F1 Team ORLEN reaching over 1.4M fans worldwide through digital and broadcast platforms
- Developed scalable design systems and strategies for global use

SENIOR CREATIVE DIRECTOR

RESEARCH AFFILIATES

Newport Beach, California / October 2018 – May 2020

- Led the creative efforts supporting the company's brands (Research Affiliates, RAFI Indices, RA Asset Allocation, and RA Smart Beta Interactive) and intellectual properties' brand experiences across digital marketing initiatives, company-sponsored events, design resources, and video content

- Ensured brand consistency by managing brand development and evolution of all of RA's brands
- Identified design challenges across the company and devise solutions, working collaboratively, and cross-functionally
- Developed scalable, user-friendly design systems for print and digital projects streamlining the creative process by 30%
- Reduced cost by 70% providing hands-on support for UI design and prototyping, social media assets, event collateral, print design, and video editing while collaborating with high-level execs on strategy
- Managed external creative relationships

CREATIVE DIRECTOR, GLOBAL CREATIVE SERVICES – GLOBAL MARKETING

MODERE

Newport Beach, California / July 2016 – September 2018 / Location closed and operations were relocated to HQ in Utah

- Directed and lead the operations and work of global creative services and in-house marketing team members by reviewing and approving various digital, print, and video assets for product launch totaling over \$11MM in revenue
- Ensured brand consistency by managing brand development and evolution
- Supported creative services team by producing mockups and wireframes, including initial design concepts by focusing on typography, photographs, and graphics for a 2017 holiday campaign which brought in a record-breaking \$3MM in e-commerce revenue
- Reviewed and approved creative collateral to meet campaign milestones and coordinate with project manager on timelines streamlining production by 20%
- Managed and collaborated with content, product, marketing, technology, and agency partners for product launches to meet brand design standards and sales objectives
- Worked directly with C-suite to create presentation materials to help communicate business forecast, ideas, and concepts to key stakeholders and investors on marketing and sales programs
- Provided additional hands-on support for social media assets, event collateral, and video editing

EXECUTIVE DESIGN CONSULTANT

VARIOUS COMPANIES

Los Angeles & San Francisco, California; Chicago, Illinois / June 2015 – June 2020

- Reduced turnaround time by 50% by providing hands-on creative & design direction, as well as execution for start-up and large-size companies
- Developed scalable, user-friendly design systems streamlining the creative process by 30%
- Designed high-profile print & digital materials used in print publications, public displays, POS, retail, consumer packaging, events and Amazon Storefront pages.
- Provided design advice based on current industry standards, trends, design research, and Client's brand guidelines

Companies I consult include...

BACtrack, Capital Group, The Recording Academy (GRAMMY Awards, GRAMMY Museum, MusiCares, Advocacy), Titan HST (Health and Security Technology), SapienRazorfish, CBD (Colman, Brohan & Davis), Shaker Recruitment Marketing, and Storygize

ASSOCIATE CREATIVE DIRECTOR

WIRE STONE

Chicago, Illinois / June 2015 – July 2016 / Acquired by Accenture Interactive

- Led Creative team in implementing Motorola Mobility's visual language and brand voice across multiple ATL, BTL, POS, and internal training projects in print, digital and video on-time and within budget

- Reduced turnaround time by 15% by overseeing the quality inspection of all print and motion deliverables for branding alignment, accuracy, and creative excellence based on Motorola Mobility's brand standards
- Cross-collaborated with Account and Client Engagement teams to manage Creative resources and Client needs
- Improved efficiency 15% by being the Creative Lead on non-Motorola, assigned Client projects

**SENIOR ART DIRECTOR, GLOBAL MARKETING CREATIVE SERVICES
CONVERSANT (EPSILON)**

Chicago, Illinois / June 2013 – June 2015 / Previously known as ValueClick

- Collaborated with Marketing team to rebrand entire organization from ValueClick to Conversant which later led to the company's acquisition to now parent company, Alliance Data Systems
- Reduced production time 50% by spearheading an automation process using data merge within InDesign, to streamline the production of multiple event collateral for annual company held networking event, CJ University
- Collaborated with CJ University speakers under tight deadlines to create presentation decks that helped acquire 30 leading name brand clients for CJ Affiliate with deals up to \$2MM
- Streamlined processes 20% by creating and implementing a production, proofing workflow as well as a naming convention system
- Improved efficiency 30% by coaching team on brand and marketing design best practices, presentation and UX/UI design
- Spearheaded the design and templating of internal and external Sales & Marketing materials, as well as HR recruitment materials ranging from print to digital marketing and video formats to improve online brand image, reducing the Creative QA process by 15%
- Cross-collaborated with remote and international Marketing & Product teams to complete projects on-time and within budget

**DIRECTOR OF ART & DESIGN
SPECIFIC MEDIA**

Irvine, California / July 2006 – June 2013 / Now known as Viant Technology

Previously held roles: Graphic Designer, Senior Graphic Designer

- Ensured brand consistency by managing brand development and evolution
- Created instructional guidelines for Sales & Marketing materials, reducing employee on-board training time by 20%
- Designed and created PR communication materials under tight deadlines for the acquisition of AdCombination and Myspace
- Provided creative direction and designs for the branding and remarketing of the new Myspace, resulting in 1MM new member registrations within a month of launch
- Designed and created pitch decks, celebrity landing pages, upfront kits and event collateral for the new Myspace bringing in \$800K in revenue
- Improved efficiency 15% by leading a team of 2 Graphic Designers, Freelancers, Vendors, and by coaching Marketing & Design team on brand and presentation design best practices

**GRAPHIC DESIGNER
FREMANTLEMEDIA (AMERICAN IDOL UNDERGROUND) / INTERNSHIP**

Culver City, California / February 2006 – June 2006

- Designed and produced various website elements, online ad units, print collateral and motion graphics for TV-use under the company's brand guidelines and tight deadlines

GRAPHIC DESIGNER

MELBERT DESIGN GROUP, INC. / INTERNSHIP

Culver City, California / December 2004 – September 2005

- Designed custom micro-fiber cloths and packaging for various major name brand companies

GRAPHIC DESIGNER

SOLBROOK DISPLAY CO. / INTERNSHIP

North Hollywood, California / August 2004 – December 2004

- Designed artwork for promotional micro-fiber cloths for various major name brand companies

GRAPHIC ARTIST

FRONTIERS MEDIA / INTERNSHIP

Wilshire, California / April 2004 – September 2004

- Designed client ads, articles and prepped magazine spreads to be ready to go into production
- Photo manipulated photographs submitted by advertisers' specified requests

GRAPHIC ARTIST & PROJECTS ASSISTANT

CALIFORNIA POLYTECHNIC STATE UNIVERSITY OF POMONA, APISC

Pomona, California / September 2002 – June 2003

- Designed marketing collateral to promote campus held activities
- Cross-collaborated with other institution leaders to organize campus-wide events
- Coordinated with on-campus vendors to deliver finished print projects

EDUCATION

ART INSTITUTE OF CALIFORNIA - LOS ANGELES

BACHELOR OF SCIENCE, GRAPHIC DESIGN

2003 – 2006

References and work samples available upon request.