JOEL RICHARD V. ESCORPISO

SENIOR CREATIVE DIRECTOR

Greater Los Angeles Area • 23+ Years of Experience in Graphic Design & Creative Leadership
949.872.9809 • joelrichard@gmail.com • jrescorpiso.com

PROFESSIONAL SUMMARY

Senior Creative Director with 23+ years leading brand, design, and video creative for global consumer, e-commerce, entertainment, and financial-services brands. Proven track record architecting AI-driven creative automation systems that cut production time by up to 80% and eliminate recurring SaaS costs, while directing rebrands and campaigns that generated $30MM+ in single-season e-commerce revenue. Skilled at building and mentoring cross-functional creative teams and partnering directly with CMOs, Founders, and C-suite stakeholders to translate brand strategy into scalable, on-brand execution across print, digital, and video.

CORE COMPETENCIES

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 AI, Google NotebookLM, Microsoft Copilot, Midjourney, Claude

INDUSTRIES

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

EXPERIENCE

DC ENTERPRISES

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, ensuring brand consistency for Amare and The Rootist, and spearheads the comprehensive visual rebranding of Amare's global sales, marketing, and product assets across packaging, email campaigns, website design, social media, and sales conventions
- Reduce costs 50% by single-handedly covering all art direction, graphic design, UI design, and email production amid team reductions, serving as the sole in-house designer while collaborating with high-level team members on marketing strategy
- Architected and deployed proprietary creative automation applications, including an automated multi-format ad-generation engine that produces 22 campaign assets per cycle with 100% brand governance, reducing production time by 30%
- Leveraged AI-assisted development to build a drag-and-drop email builder application, enabling Email Managers across each market to assemble modular components, flow in copy and images, and export ADA-compliant, dark-mode-friendly, production-ready code with pre-sliced assets for any major ESP, reducing production time 80% with 100% brand governance while eliminating recurring third-party SaaS subscriptions

- Rescued a stalled system/transactional email rebrand after departmental layoffs, independently designing, building, and deploying all 35 emails plus the global execution and implementation plan using AI-assisted development while filling Digital Marketing Director and Project Manager functions, and bringing every touchpoint (order confirmation, tracking, password reset) plus new abandoned-cart emails to full brand consistency, legal compliance, and ADA-compliant, dark-mode-friendly design
- Automated subtitling for all marketing and sales videos using AI, cutting per-video turnaround from half a day to under 15 minutes and freeing up 30% of the video team's overall project capacity for other deliverables
- 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, leading visual branding, design, and video creation across DC Enterprises' full portfolio: Amare, The Rootist, iLABS, Morae Packaging, Elements Connect, and Arum
- Reduced cost by 25% by backfilling and providing hands-on art direction-, graphic design-, and UI design-support while leveraging AI to scale asset production for high-level marketing initiatives
- Assembled, supervised, remotely mentored and managed a creative team composed of a Creative Director, a Brand Storyteller, an 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 senior 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 Photographers under the Global Marketing umbrella
- Cut costs 30% by personally backfilling art direction, graphic design, and UI design work while advising senior marketing leadership on creative 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
- Developed design guidelines and templates for the annual holiday / Black Friday / Cyber Monday campaign, driving e-commerce revenue of $14MM+ (2020), $22.6MM+ (2021), a record $30MM+ (2022), and nearly $16MM+ (2023)
- 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 creative efforts across Research Affiliates' full brand portfolio (RAFI Indices, RA Asset Allocation, RA Smart Beta) and intellectual properties, spanning digital marketing, events, and video content
- Reduced costs 70% by providing hands-on UI design, prototyping, and video production support while advising executives on creative strategy
- Developed scalable, user-friendly design systems for print and digital projects, streamlining the creative process by 30%
- Ensured brand consistency across all RA brands while managing cross-functional design solutions and 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 global creative services and in-house marketing teams, reviewing and approving digital, print, and video assets for product launches totaling $11MM+ in revenue
- Produced design concepts and mockups for a 2017 holiday campaign that generated a record-breaking $3MM in e-commerce revenue
- Streamlined production 20% by reviewing creative collateral against campaign milestones and coordinating timelines with project management
- Partnered directly with C-suite and cross-functional content, marketing, and agency teams to align creative execution with brand standards and business forecasts

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), SapientRazorfish, 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

- Led the company's rebrand from ValueClick to Conversant, contributing to its acquisition by parent company Alliance Data Systems
- Reduced production time 50% by pioneering a data-merge automation process in InDesign for CJ University's annual event collateral
- Created presentation decks for CJ University that helped secure 30 name-brand clients for CJ Affiliate, with deals up to $2MM
- Improved team efficiency 15-30% by implementing standardized production workflows, naming conventions, and brand/UX design coaching across Sales, Marketing, and HR materials

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

- Led branding and remarketing creative direction for the relaunched Myspace, driving 1MM+ new member registrations within a month of launch
- Designed pitch decks, celebrity landing pages, and event collateral for Myspace, generating $800K in revenue
- Improved team efficiency 15% by leading 2 Graphic Designers and freelance/vendor resources while coaching the Marketing & Design team on brand and presentation best practices
- Ensured brand consistency and created onboarding guidelines for Sales & Marketing materials, including PR materials for Vindico, XUMO, AdCombination and Myspace acquisitions, cutting onboarding time 20%

EARLY CAREER (2002 – 2006)

Graphic Design roles at FremantleMedia (American Idol Underground), Melbert Design Group, Solbrook Display Co., Frontiers Media, and California Polytechnic State University, Pomona (APISC), building foundational skills in print production, web and motion graphics, packaging design, and event marketing collateral.

EDUCATION

ART INSTITUTE OF CALIFORNIA - LOS ANGELES | BACHELOR OF SCIENCE, GRAPHIC DESIGN | 2003 – 2006