

Jorge Olazaba

Art/Creative Director

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Authentic, versatile, and highly motivated **Art Director** with over eight years of experience in innovative brand storytelling and immersive user experiences with a multidisciplinary background and strong worth ethic. Demonstrating an ability to lead creative teams of up to 25, develop brand identity systems, and implement data-driven design strategies. Successfully transformed a major music group and record label's client's visual approach, resulting in 75% increased audience engagement and online sales. Known for liaising with cross-functional teams, external agencies, freelancers, and contractors to create unique campaigns and marketing assets for initial launches, international and national music tours using social content, photography, video production, and web design.

- Campaign Experience
- Strategic Positioning
- Client Engagement
- Motion Graphics
- Creative Development
- Web Design (UI/UX)
- Project Management
- Team Leadership
- Storyboarding & Visual Identity
- Set Design & Styling
- Budget Oversight
- Proficient in AI tools for professional, personal and creative use
- Upskilled Technical Knowledge of design & creative teams
- Photography & Videography

"While many Art Directors have worked on my team, Jorge is one of a kind. His ability to learn quickly, adapt to new industries, and develop creative campaigns was a true asset to the company and my team."

- Edgar Daniel, Founder & Creative Director of production company Kids Don't Know

Design Software: Adobe Creative Suite (After Effects, InDesign, Illustrator, Photoshop, Premiere, etc.), Blender, Canva, Figma, Final Cut Pro, Davinci Resolve, Copilot, Gemini, ChatGPT

PROFESSIONAL EXPERIENCE

Digital Marketing Manager & Creative Lead (Contract)

Peach Tree Rascals • Los Angeles, CA • May 2018 – November, 2024

- Spearhead the entire creative and digital marketing strategy (ideation to development) for a highly successful music group with 2 Gold Records, multiple sold out international and national tours, and nearly a half billion total views on social media platforms.
- Utilized data driven insights and oversaw the visual design of paid marketing campaigns and a backend e-commerce strategy that exponentially increased online traffic by 20% and sales by 35%, blending performance data with creative intuition.
- Pioneered an interactive digital brand to reflect the ethos of the group, resulting in high engagement,

strong community presence, and customer retention.

- Direct all visual content (flyers, newsletters, music videos, photography and merchandise) from conception to execution—including photography, video and design across social media, email, paid ads, and web that enabled the brand to remain relevant, competitive, and align with current market trends.

Graphic Designer

Authentic Imprints • San Jose, CA • November 2024 – Current

- Co-lead Graphic Designer specializing in Direct to Transfer printing as well as multi-color process CMYK silkscreen printing for brand and company merchandising.
- Strong customer service skills in both English and Spanish
- Hands on experience with both silk screen printing using plastisol inks and thread embroidery with a large team of 20+ from initial contact with potential customers via email and phone to end result of delivery of customized items
- Utilizing advanced AI prompts in the ideation, creation and execution of customer branding both digital and physical
- Instructing and assisting fellow designers on technical skills in regards to AI prompt usage for initial creative usage, digital design, and physical machine printing and heat pressing of merchandise.

FREELANCE & INDEPENDENT PROJECTS

Art Director • Universal Music Group • 2020 - 2022

- Developed creative concepts and strategies for Peach Tree Rascals, as the lead graphic designer and visual artist who spearheaded ideation, budgeting, contracting for multiple \$15k+ projects on music videos and creative live music sets
- Collaborated with high-profile artists and directors in the entertainment industry and led set builds with budgets from \$10k-\$30K+
- Managed production crews of up to 25, overseeing set decorators, fabricators, prop masters, and builders to execute large-scale creative vision.
- Instructed, assisted and executed in the creation of promotional content, social media content and creative direction for multiple artists under 10K Projects

Graphic Designer • Ivan Cornejo • 2025

- Utilization of technical design knowledge to instruct and assist in creation of artist merchandising for album and tour

Creative Director and Photographer • Monet Ngo • 2021-2023/2025

- Directed the visual end-to-end creative strategy of musicians debut extended release project (Indie)
- Collaborated with a cross functional team to create the ethos of the artists project including merchandise, music videos, photography and social media marketing

EDUCATION & PROFESSIONAL DEVELOPMENT

Multi-Media Studies - Completed selected coursework for degree - Andrew Hill High School