

CAPABILITIES | WORKBOOK | PORTFOLIO

Lovejoy PARADISE

Esquire Magazine

*Named one of the 12 most
innovative designers in America.
-SPRING 2012*

Experiential Futurist

*15+ years shaping conceptual
spaces + activations worldwide.*

CREATIVE DIRECTOR + EXPERIENTIAL FUTURIST

COMMERCIAL + INTERIOR DESIGN | SPATIAL EXPERIENCE DESIGN
GLOBAL BRAND STRATEGIST | CONCEPTUAL PITCH SPECIALIST

FORMER HEAD OF CREATIVE @ GOOGLE, NIKE, ADIDAS, CASAMIGOS



LOVEJOY

MOJAVE HI-FI®

BRIMSTONE
PARADISE

PARADISE

CREATIVE DIRECTOR HEAD OF CREATIVE



ETHOS:

DESIGN IS EDUCATION.
CONNECTION IS THE BRIEF.
EMPATHY COMES FROM THE TOP.
HUMANITY STRENGTHENS CREATIVITY.

EXPERIENTIAL FUTURIST CONCEPTUAL ARTIST + DESIGNER

Google



Esquire

DIESEL



adidas

SONY



CASAMIGOS

Wieden
Kennedy+

AKQA

FROM MANHATTAN TO THE MOJAVE
LOVEJOY CO-CREATES NARRATIVE AND FORM.

SKILLSET

ETHOS

CREATIVE DIRECTION | EXPERIENTIAL DESIGN
IMMINENT FUTURISM

15+ YEARS OF CO-CREATION WITH CLIENTS



VISION:

GOOD WORK IS BOLD.
CO-CREATION DRIVES ORIGINALITY.
STORY-DRIVEN BRAND STRATEGY CONNECTS
PEOPLE + MOVES CULTURE.

GOOGLE FLAGSHIP | NYC HOME-INSPIRED TECH RETAIL



ROLES: CONCEPT LEAD,
CO-CREATIVE DIRECTOR

BRIEF: SHOWCASE WHAT GOOGLE IS
CAPABLE OF FOR THE HOME.



IMPACT: HIGHLIGHTED HOW IMPORTANT CONNECTION IS TO
CUSTOMERS, IN A HOME-LIKE SETTING, REFRAMING THE
COMFORTS OF HOME AS A PLACE OF INNOVATION.

LESSPORTSAC HERITAGE-INSPIRED RETAIL



ROLES: CONCEPT LEAD,
CO-CREATIVE DIRECTOR

BRIEF: RE-INTERPERET THE
LESSPORTSAC BRAND INTO 3D.



IMPACT: SHIPPED A COHESIVE BRAND SHAPE AND MATERIAL
LIBRARY AND COMPOSED THEM IN MULTIPLE VIGNETTES THAT
HIGHLIGHTED THE BRAND ORIGIN IN A FRESH WAY.

ADIDAS | NYC LIFESTYLE TRIALING POP-UP



ROLES: CONCEPT LEAD, CO-CREATIVE DIRECTOR **BRIEF:** A CULTURALLY RELEVANT CONCEPTUAL SPACE FOR PLAY.



IMPACT: ACTIVATED FANS THROUGH AN IMMERSIVE WORLD OF LIFESTYLE + SPORT. OFFERED LIFESTYLE SNAPSHOT SO FANS COULD SEE THEMSELVES IN THE PRODUCT IN REALTIME.

INTER | NYC+MIAMI INTERACTIVE ART MUSEUM



ROLES: CONCEPT LEAD, CO-CREATIVE DIRECTOR **BRIEF:** BUILD A NARRATIVE INTERACTIVE ART EXPERIENCE.



IMPACT: GUESTS NAVIGATED NINE CHAMBERS OF EXPERIENTIAL NARRATIVE, CULMINATING IN A REFLECTIVE, INTERACTIVE STORY THAT LEFT GUESTS INSPIRED.

GOOGLE STYLE

BRIGHT, FAMILIAR, CALMING



ROLES: CONCEPT LEAD,
CO-CREATIVE DIRECTOR

IMPACT: DEBUTED GOOGLES FIRST
EVER RETAIL SPACE TO THE WORLD.

NIKE STYLE

THE FUTURE OF SPORT

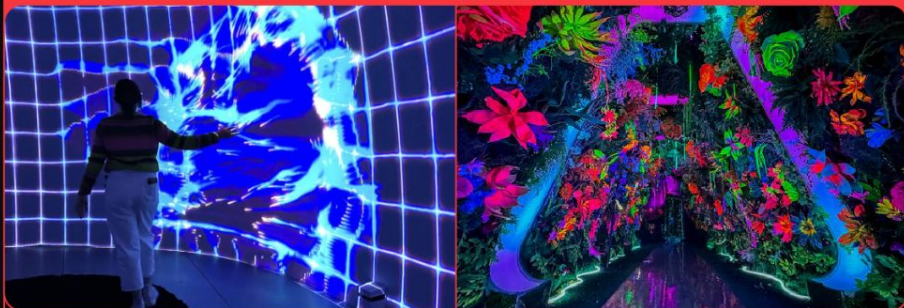


ROLES: CONCEPT LEAD,
CO-CREATIVE DIRECTOR

IMPACT: CEMENTING NIKE'S RETAIL
AND CULTURAL DOMINANCE IN NYC.

INTER STYLE

INTERGALACTIC SPACE PORT



ROLES: CONCEPT LEAD,
CO-CREATIVE DIRECTOR

IMPACT: LAUNCHED A 9-CHAMBER
INTERACTIVE ART EXPERIENCE.

ADIDAS STYLE

FUTURISTIC HIGH PERFORMANCE



ROLES: CONCEPT LEAD,
CO-CREATIVE DIRECTOR

IMPACT: ACTIVATED FANS IN A
SIMULATED WORLD THROUGH FUN.

PARADISE AUTHENTICITY. CRAFT. DETAIL.

THE CO-CREATIVE PROCESS. FROM VISION TO LAUNCH IN FOUR PHASES.

PHASE ONE: DISCOVERY DEFINE THE VISION

Interviews, insights, brainstorm
Creative brief + roadmap
Audience segmentation
Conceptual roadmap



PHASE TWO: ITERATION EXPLORE DIRECTIONS

Visual experimentation
Concept boards + libraries
Definition of team strengths
Assignment of roles



PHASE THREE: BUILD DESIGN IN CONTEXT

3D visuals + systems
Renders + contextual design
Conceptual storytelling
Narrative refinement



PHASE FOUR: SHIP LAUNCH WITH IMPACT

Lock creative approach
Prepare teams for deployment
Production-ready assets
Blueprints + diagrams



COLLABORATIVE BY DESIGN. SIMPLE, FAST, AND SCALABLE.

Lovejoy PARADISE

CREATIVE DIRECTOR
HEAD OF CREATIVE



EXPERTISE

Creative Direction + Leadership | Experiential Design | Interior Design
Brand Strategy | Conceptual Pitch Development | Graphic Design

EXPERIENCE OVERVIEW

15+ years leading creative direction + experiential design for global brands, driving measurable cultural and business impact. Educator and design mentor/steward. hands-on multi-disciplinary designer.

GLOBAL PARTNERS + CLIENTS

Google



Esquire

DIESEL



adidas

SONY



CASAMIGOS

Wieden
Kennedy



AKQA

BRAND + AGENCY EXPERIENCE

HEAD OF CREATIVE | TINSEL DESIGN

Lead diverse teams on global briefs for Fortune 500 companies.
LA + NYC | 2024-2025

CREATIVE DIRECTOR | GOOGLE

Delivered design on the worlds first Google Store in
New York City.
Mountain View, CA | 2018-2019

GLOBAL BRAND DIRECTOR | VIU

Oversaw global brand design + positioning for Asia/Pacific
streaming platform.
Jakarta, Indonesia | 2015-2018

CREATIVE DIRECTOR | SET CREATIVE

Experiential, branding and design studio leadership.
Portland, ORE | 2013-2016

SENIOR GRAPHIC DESIGNER | WIEDEN+KENNEDY

Portland, ORE | 2011-2013

DESIGNER | STUDIO JELLY

Portland, ORE | 2010-2011



STRATEGIC
AUTHENTIC
RELEVANT
CRAFTED
RETAIL

PROOF OF IMPACT

BUILDING CULTURE + MEASURABLE RESULTS FOR GLOBAL BRANDS

PARTNERS + CLIENTS

Google  Esquire

DIESEL  adidas

SONY  CASAMIGOS

Wieden
Kennedy+

■ R/GA

AKQA

IMPACT

Launched nationwide cultural campaigns for Fortune 500 brands.

Directed experiential activations with 100K+ participants across 10+ cities that saw record results.

Pitched & won multimillion-dollar creative concepts at top agencies.

Delivered campaigns reaching millions of impressions.

RECOGNITION

Recognized by Esquire Magazine as one of the 12 most innovative designers in America.

Work referenced in global creative reports + press.

Guided award-winning creative teams across global campaigns.

Recognized as multi-disciplinary creative + educator (PSU, PNCA).

THANK YOU!

Lovejoy PARADISE

LET'S BUILD THE FUTURE COLLABORATIVELY

FROM MANHATTAN TO THE MOJAVE, MY WORK BRIDGES GLOBAL BRANDS AND VISIONARY FUTURES.
THE NEXT CHAPTER IS CONNECTIVE, IMPACT-DRIVEN CO-CREATION .

GOLOVEJOY.COM | IG:@LOVEJOY_PARADISE | LETS@GOLOVEJOY.COM

CREATIVE DIRECTION | EXPERIENTIAL DESIGN | CREATIVE LEADERSHIP | CONCEPTUAL PITCH DESIGN

