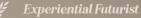
CAPABILITIES | WORKBOOK | PORTFOLIO

# Jouenou

Esquire Magazine

CREATIVE DIRECTOR + EXPERIENTIAL FUTURIST













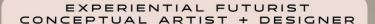


#### CREATIVE DIRECTOR HEAD OF CREATIVE



# ETHOS:

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



Google



Eaguire

DIESEL



adidas

SONY



**CASAMIGOS** 





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

SKILLSET CREATIVE DIRECTION | EXPERIENTIAL DESIGN ETHOS 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.

#### LESPORTSAC HERITAGE-INSPIRED RETAIL



ROLES: CONCEPT LEAD,

BRIEF: RE-INTERPERET THE CO-CREATIVE DIRECTOR LESPORTSAC 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.

#### 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.

# ATHLETA POP UP ECOSYSTEM



ROLES: CONCEPT LEAD, CO-CREATIVE DIRECTOR

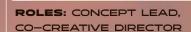
**IMPACT:** DESIGNED AT SCALE FOR COAST TO COAST ACTIVATIONS.













IMPACT: DELIVERED A COHESIVE BRAND ECOSYSTEM.

#### ADIDAS | NYC Lifestyle trialing pop-up



ROLES: CONCEPT LEAD, CO-CREATIVE DIRECTOR

**BRIEF:** A CULTURALLY RELEVENT 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, BRIEF: BUILD A NARRATIVE
CO-CREATIVE DIRECTOR INTERACTIVE ART EXPERIENCE.





EXPERIENTIAL NARRATIVE, CULMINATING IN A RELFECTIVE, INTERACTIVE STORY THAT LEFT GUESTS INSPIRED.

#### GOOGLE STYLE BRIGHT, FAMILIAR, CALMING



ROLES: CONCEPT LEAD.

IMPACT: DEBUTED GOOGLES FIRST CO-CREATIVE DIRECTOR EVER RETAIL SPACE TO THE WORLD.

#### NIKE STYLE THE FUTURE OF SPORT



ROLES: CONCEPT LEAD.

**IMPACT: CEMENTING NIKE'S RETAIL** CO-CREATIVE DIRECTOR AND CULTURAL DOMINANCE IN NYC.

#### INTER STYLE INTERGALACTIC SPACE PORT



ROLES: CONCEPT LEAD. IMPACT: LAUNCHED A 9-CHAMBER CO-CREATIVE DIRECTOR INTERACTIVE ART EXPERIENCE.

#### ADIDAS STYLE FUTURISTIC HIGH PERFORMANCE



ROLES: CONCEPT LEAD.

IMPACT: ACTIVATED FANS IN A CO-CREATIVE DIRECTOR SIMULATED WORLD THROUGH FUN.

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

PHASE ONE: DISCOVERY DEFINE THE VISION

Interviews, insights, brainstorms
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.

# ETHICAL AI CREATIVE PROCESS FROM PROMPT TO PITCH.

Data set audit
Ethical boundaries
Creative brief + roadmap
Team alignment

PHASE TWO: PROMPTING EXPLORE DIRECTIONS

Prompt engineering Visual generation Reference libraries Annotation + review

PHASE THREE: BUILD
DESIGN IN CONTEXT

Al curation + refinement
Storyboards + systems
Human insight integration
Narrative alignment

Creative production
Specialist production
Final asset delivery
Blueprints + documentation

COLLABORATIVE BY DESIGN. SIMPLE, FAST, AND SCALABLE.

#### AI TOOLKIT PROFICIENCY

# Midjourney v7

3 years - Expert, able to teach to others

# Krea / Runway ML

2 years - Expert, able to teach to others

## ChatGPT 5.0

3 years - Expert, able to teach to others

# Gemini

1 year - Proficient, able to adopt and test output

# NanoBanana

6 months - Proficient, able to adopt and test output

# Copilot

2 years - Expert, able to teach to others

# **Firefly**

2 years - Proficient, able to adopt and test output

#### GOOGLE AI OUTPUT SKETCH TO 3D RENDER



ROLES: CONCEPT LEAD,
CO-CREATIVE DIRECTOR

IMPACT: ABILITY TO VISUALLY ARTICULATE MAJOR DETAILS.

### ATHLETA AI CONCEPTING VISUAL ALIGNMENT LIBRARY



ROLES: CONCEPT LEAD, CO-CREATIVE DIRECTOR

IMPACT: LAUNCHED AN ATHLETIC EXPERIENCE WITH PRECISION.



# **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 Coo



DIESEL



SONY



CASAMIGOS

adidas

Wieder 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















# PROOF OF IMPACT BUILDING CULTURE + MEASURABLE RESULTS FOR GLOBAL BRANDS



#### 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!



# 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

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













