



Jess Dang

Creative Director

Contact

LinkedIn

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Education

USC

Master of Fine Arts

Film Production

Parsons School of Design

Bachelor of Fine Arts

Communication Design

Skills

Creative Direction

Brand Identity Systems

Social & Digital Campaigns

Experiential Activations

Film Pre-Production and Production

Video Post-Production

Social Creative Lead

Lennar | National | 2025 - Present

- Lead the national creative vision for Lennar's social ecosystem across Instagram, TikTok, Meta, and emerging platforms, spanning both paid and organic channels.
- Translate brand strategy into social-first campaigns and scalable content frameworks that enable regional teams to create content in a self-serve model.
- Direct multidisciplinary teams and oversee production across video, photography, and social-native platforms.

Creative Director

Audible | Los Angeles, California | 2019 - 2025

- Led creative direction for Audible Originals across North America and Canada, shaping visual storytelling for talent-driven series and original content.
- Directed 360° marketing campaigns across video, social, digital, and audio platforms supporting major content launches.
- Partnered with editorial, marketing, and product teams to translate content strategy into scalable brand storytelling frameworks.
- Collaborated with Audible's global brand and UK teams to lead creative for Audible Canada, aligning multilingual releases with global brand guidelines and strategy.
- Introduced innovative experiential campaign approaches incorporating emerging technologies including AR and AI.

Film Director

Independent | Los Angeles, California | 2018 - 2025

- Wrote and directed feature film Surrender, starring Andrea Bang (Kim's Convenience) and Keiko Agena (Gilmore Girls); recipient of the NewFilmmakers LA New Narratives Grant and Film Independent Fellowship.

Senior Designer

Gordon Brothers | Los Angeles, California | 2018 - 2019

- Led creative relaunches for legacy lifestyle brands, developing brand systems, video content, and partnership materials supporting new licensing opportunities. Clients: Wet Seal, Bench, Thomas Kinkade.

Freelance Senior Art Director

Cartoon Network | Los Angeles, California | 2016 - 2017

- Developed brand style guides, pitch materials, and marketing assets for Cartoon Network properties including The Powerpuff Girls, Ben 10, and Adult Swim's Rick and Morty.