



Jess Dang

Creative Director

Contact

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Sunny Los Angeles, CA

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Profile (she/her)

Award-winning Creative Director with over 15 years of global experience collaborating with Fortune 500 companies in the entertainment, tech, and lifestyle sectors. I am passionate about storytelling and dedicated to finding innovative solutions across various mediums that create emotional connections. I also prioritize promoting multiculturalism and inclusion. Outside of work, I enjoy kayaking, mentoring high school students interested in pursuing careers in the arts, and discovering the best brunch spots.

Skills

Proficient in Figma and Adobe CS

Expertise in film development and production

Effective collaboration with teams and media agencies

Strong problem-solving skills in high-pressure situations

Excellent critical thinking and public speaking abilities

Keen attention to detail in managing timelines and teams

Audible, an Amazon Company, 2019 - Current

Los Angeles, California

May 2020 - Current

The creative direction for Audible Originals in North America and Canada focuses on curating a diverse library of thought-provoking audio content for Canadians and fans of Canadian culture. Highlights include engaging narratives, inspiring interviews, and unique stories, featuring notable titles like "Sidney Crosby: The Rookie Year," the "Oracle" series with Joshua Jackson, "Wildlife Confidential" starring Samantha Bee and Andrew Phung, and "True North Heists" featuring Colm Feore.

The emphasis is on implementing 360-degree marketing campaigns across video, audio, and performance channels while collaborating with senior copywriters and a dedicated team to ensure successful launches. Research, design strategy, and data analysis drive a forward-thinking approach that incorporates augmented reality (AR) and artificial intelligence (AI) to enhance the overall listener experience.

September 2019 - May 2020

As the Lead Creative Director for Audible Escape, a sub-brand of Audible offering unlimited access to romance and feel-good stories, I analyzed acquisition and membership channel performance. I developed designs for diverse audience segments and created global style guides for brand consistency across digital and print. I set creative goals with UX, marketing, and partners to create campaigns based on customer insights and collaborated with the Senior Creative Director to build a brand ecosystem that fosters sustainable engagement through storytelling and design.

Education

USC - MFA, Film Production

Parsons School of Design - BFA,

Communication Design

NYU - Spanish Language Intensive



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Audible - Continued - March 2019 - September 2019 Corporate Headquarters, Newark, New Jersey

Refreshed the brand identity for Audible for Business and repositioned its offering through strategy and design.

Background: For more than 20 years, Audible has brought inspiring stories straight into your ears. Today, we're bringing the best of Audible to teams of all sizes with a mobile collection of thousands of curated titles and original workshops exploring the most essential skills in business. So your team can master today — while keeping their eyes on tomorrow.

Gordon Brothers - 2018 - 2019 Los Angeles, California

Relaunched and restructured legacy lifestyle brands by implementing creative strategies with a 360-degree approach. Worked with the Vice President of Licensing to engage new business clients. Created original video content and brand style guides for partnership opportunities. Clients: Wet Seal, Bench, Thomas Kinkade

Cartoon Network - 2016 - 2017 Burbank, California

Reported to the Vice President of Consumer Products (Soft Lines) and developed style + brand guides, pitch materials, and an assortment of printed and digital creative marketing materials for the Powerpuff Girls, BEN 10, and Adult Swim (Rick and Morty) properties.

Brand Sense Partners - 2013 - 2016 Los Angeles, California

Supervised creative brand development across print, video and web platforms. Lead a team of creatives to execute concepts for apparel graphics, original video content for social media, logo treatments, product mockups, retail environments, packaging guidelines, and brand style guides. Directly reported to the Vice President of Business Development to execute strategic marketing plans for potential licensees and partnerships.

Clients: Beachbody (P90X, Insanity), & Beyond, M.Nii, I Love NY, Hershey's Chocolates, Pacific Cycle (Schwinn, Mongoose), Gold's Gym, Mad Men, Pepsi

Creative Director - 2007 - Current Los Angeles, California

Client list: MTV Networks, Wet Seal, Goop, Primitif Botanicals, Mariebelle Chocolates, Torque NY, BSABLE Lux Jewelry, Tesseract Films, H+C Media NYC, Kelsey Grammer's Faith American Ale

Imagined and designed branding solutions, custom typography, video production, and provided consultation.