



Jess Dang

Creative Director

Contact

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Sunny Los Angeles, CA

www.jessdang.com

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

Fluent in Figma and Adobe CS

Expertise in film development, production, and social media

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

Education

USC
MFA, Film Production

Parsons School of Design
BFA, Communication Design

Lennar, 2025 - Current

National, Remote

Leading the national creative vision for the social ecosystem, shaping the look and feel and storytelling across Instagram, TikTok, Meta, and emerging platforms. Operating at the intersection of creative direction, brand strategy, and senior team leadership, guiding a cohesive social presence across divisions nationwide. Driving high-level campaign concepts and social-first ideation, while managing and mentoring a multidisciplinary team and leading on-set production to deliver emotionally resonant brand experiences.

Audible, an Amazon Company, 2019 - 2025

Los Angeles, California

Developed and spearheaded the creative direction for Audible Originals across the U.S. and Canada, curating a diverse library of thought-provoking audio content for Canadians and fans of Canadian culture. Highlights include engaging narratives, inspiring interviews, and standout titles such as Sidney Crosby: The Rookie Year, the Oracle series with Joshua Jackson, and Wildlife Confidential with Samantha Bee and Andrew Phung. Oversaw comprehensive 360-degree marketing campaigns across video, audio, and performance channels, collaborating closely with senior copywriters and cross-functional partners to ensure successful launches. Research, design strategy, and data analysis informed a forward-thinking creative approach that incorporated AR and AI to elevate the listener experience across global campaigns.

Led innovative creative social strategy for multiple shows, partnering with the Head of Social and guiding a team while collaborating with talent to develop meaningful video and interactive content across Meta, Instagram, YouTube, Snap, and more with proven ROI.



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Audible - Continued - 2019

Los Angeles, California

As Lead Creative Director for Audible Escape, analyzed acquisition and membership performance, developed designs for diverse audiences, and built global style guides to ensure brand consistency. Partnered with UX, marketing, and the Senior Creative Director to create insight-driven campaigns and a cohesive brand ecosystem. Refreshed the brand identity for Audible for Business and repositioned its offering through strategy and design.

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

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.