

JOLIE CLEMENS

CREATIVE DIRECTOR

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ABOUT

Multidisciplinary creative with an extensive background in design, in the Beauty, Fashion, and Entertainment industries. Visual storyteller inspiring pop culture and its influence on the world around us. Executes all work at the highest levels of quality and taste throughout the entire creative process; from concept to completion.

EXPERIENCE

FREELANCE CREATIVE DIRECTOR/ART DIRECTOR **ORANGE COUNTY, CA** **JANUARY 2020 - PRESENT**

CURRENT PROJECTS

- Creative Direction and Art Direction for recording artist Carly Rae Jepsen on the overall visual narrative of her upcoming album campaign, including photography, album packaging, music videos, touring, and social media.
- Creative Direction and Art Direction of recording artists Backstreet Boys on the visual narrative of their upcoming Holiday album and Las Vegas residency, including photography, album packaging, and stage design.

GWEN STEFANI

LOS ANGELES, CA

AUGUST 2001 - JANUARY 2020

Creative Director / Art Director / Designer / Creative Consultant

Worked directly with Gwen Stefani to develop and execute brand vision through Creative and Design direction for 20+ licensee relationships across Cosmetics, Beauty Tools, Fragrance, Apparel, Handbags, Accessories, Footwear, Optical, Jewelry, Stationery, Pet Accessories, Personal Electronics, Earbuds, Candy, Watches, Toys/Accessories, and Entertainment.

Work included: Concept and Execution of Seasonal Campaigns, Brand Development/Identity/Imagery, Photoshoots, Content Development, Special Projects, Packaging (Primary/Secondary), Product Design, and Graphic and Print Design across the following brands:

HARAJUKU LOVERS

- 1st employee hired to launch the brand as a merchandise line for Stefani's album *Love. Angel. Music. Baby.*, initially sold in specialty and online retailers - and expanding to over 800 U.S. doors. Distribution expanded to **Neiman Marcus, Bloomingdales, Nordstrom, and Macy's**, generating hundreds of millions of dollars in sales.
- Developed and designed Harajuku Lovers' brand identity: primary logo, secondary brand mark, color palette, typography, packaging/trim, and brand tone – defining brand's distinctive Pop Art inspired D.N.A.
- Conceived and art directed 250+ whimsical and colorful graphics and all-over prints. The most popular showcased the Harajuku Girl characters, the driving force behind the brand's memorable visual storytelling.
- Launched Harajuku Lovers Fragrance with five scents and expanded to 23. Initial fragrance launched in 2,500 doors in the U.S. 1 year later, "Masstige" launched in an additional 3K US doors – **ranked #1 at Target. Delivered \$300M in retail sales. *F.I.F.I. Award for "Best Packaging" and "Fragrance of the Year."**
- Conceptualized and art directed the in-store and print campaign for the Wicked Style Fragrance collection with fashion illustrator Danny Roberts.
- Led teams of designers and artists from 20+ licensees in multiple product categories from the U.S. and abroad and oversaw all product/campaign development stages, ensuring consistency and quality from concept to execution.

GWEN STEFANI

- Established creative briefs for seven album campaigns implementing Stefani's creative vision and infusing it into all creative, art, and design direction.
- Art Directed renowned photographers Yu Tsai, Jamie Nelson, Daniel Sannwald, Vijat Mohindra, and Frank Okenfels. Art directed elite makeup artists Gregory Arlt and Kathy Jeung, wardrobe stylists Rob & Mariel, and hairstylist Danilo Dixon.

GWEN STEFANI continued

- Art Directed and coordinated with pre-production team on set designs, castings, and shot schedules, set-ups, and lists, resulting in a tightly run shoot - avoiding costly overtime.
- Edited, marked up, and prioritized final selects for the retouching process. Orchestrated and managed a seamless feedback process between client, agent, and Stefani to retoucher from inception to final approval.
- Drove key project milestones for **Urban Decay's** first celebrity designer partnership, limited-edition **Urban Decay x Gwen Stefani** collaboration. Designed primary and secondary packaging for eye palette, blush palette, brow box, six lipsticks, and liners sold at **Sephora, Ulta Beauty, and Macy's**. Eye palette ranked as one of the Top Sellers of the Holiday season.
- Liaison between U.D.'s founder/CCO Wende Zomnir and S.V.P. Product Development, brand agent, and Stefani. Stage managed key project milestones - meeting each approval deadline set.
- Consulted on set design, wardrobe styling, and broadcast graphics package for the Gwen Stefani Christmas Special. Viewed by **7.5M and became the year's most-watched holiday special on N.B.C.**

L.A.M.B.

- Conceptualized and executed yearly photoshoots for in-store/online imagery for Optical brands **L.A.M.B., Gx by Gwen Stefani, Gx Girls, and Zuma Rock** -16 Optical campaigns in total.
- Selected, submitted, and art directed renowned Fashion and Beauty photographers Yu Tsai and Jamie Nelson. Art directed elite hairstylists Danilo Dixon and Bridget Brager, makeup artists Gregory Art and Mary Phillips, and wardrobe stylists Petra Flannery and Rob & Mariel.
- Designed layouts of in-store materials, including large banners, posters, counter cards, and online materials, including website banners and social media images for use by/in Optical retailers and Optometrist's offices.
- Art Directed and designed primary and secondary packaging, gift sets, and GWPs for the fragrance "**L by L.A.M.B.**" Sold at Prestige retailers **Sephora, Nordstrom, Bloomingdales, and Macy's**.
- Orchestrated and communicated feedback between Coty Prestigé, brand agent, master perfumer Harry Fremont, and Stefani. Assisted in implementing key project milestones meeting each goal set for fragrance and packaging approvals.

HARAJUKU MINI for TARGET

- Built aspirational yet affordable and accessible infant, toddler, girls, and boys apparel and accessory programs resulting in a **2-year* Mass retail program that delivered \$40M in sales.***Typically, Target's programs run 1-2 deliveries.
- Creative consultant and brand guardian on 10-day print and film shoot in Tokyo, Japan, with Target and agency MOTHER for a major print and television campaign – including concept, casting, location, on-set direction, and styling. Multi-page print ads ran in December issues of **Vogue** and **InStyle**.
- Art Directed experiential launch party and fashion show, immersing guests into the "world" of Harajuku Mini through interactive decor, thematic food and beverages, activity stations, and fashion show (executed casting, styling, music, and run of show). Secured media coverage with **Hollywood Reporter, People, DailyMail, InStyle, and PopSugar**.
- Collaborated with key stakeholders: Gwen Stefani, brand agent, legal, Target buyers, licensees, designers, graphic artists, and sales managers to oversee all product development stages from ideation to completion. Led and mentored licensee and freelance designers.

SKILLS

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| ▪ Creative Direction | ▪ Brand Development | ▪ Natural & Consistent Communicator |
| ▪ Art Direction | ▪ Photoshoots: Planning/On Set/Post | ▪ Able to prioritize and multi-task in a fast-paced environment |
| ▪ Design Direction | ▪ Typography | ▪ Collaborative team player with a passionate, entrepreneurial attitude |
| ▪ Concept Development/Execution | ▪ Creative Resolution | ▪ Adobe Creative Suite |
| ▪ Design: Graphic/Fashion/Packaging | ▪ Highly Organized & Detail Oriented | |
| ▪ Team Management | ▪ Strong Presentation Skills | |