

JOLIE CLEMENS

ART DIRECTOR/DESIGNER

PORTFOLIO: JOLIECLEMENS.COM PHONE: 714.906.5998 EMAIL: JOLIE@JOLIECLEMENS.COM LINKEDIN: LINKEDIN.COM/IN/JOLIE-CLEMENS/

ABOUT

Multidisciplinary creative with an extensive background in fashion and entertainment. 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

MINNEAPOLIS, MN

PRESENT

RECENT FREELANCE PROJECTS

- Art Directed one of five ad campaign concepts for a client presentation with the agency **High Wide & Handsome**. Each campaign concept showed 10-15 executions across print, video, social, swag, and OOH.
- Photo Art Direction for the marketing materials for the haircare brand **Odele**. The two-day shoot included the direction of texture set designs and hair capture with 10+ models for ISM for **Target**, **CVS**, and **ULTA**. Brought on to elevate the overall visual aesthetic of the brand's marketing materials.

GWEN STEFANI

LOS ANGELES, CA

AUGUST 2001 - JANUARY 2020

Creative Director / Art Director / Designer

Worked directly with Gwen Stefani to develop and execute brand vision through Creative and Design direction for 20+ licensee relationships across Apparel, Handbags, Accessories, Footwear, Optical, Jewelry, Cosmetics, Beauty Tools, Fragrance, and Entertainment.

Work included: Concept and Execution of Seasonal Campaigns, Brand Development/Identity/Imagery, Photoshoots, Content Development, Special Projects, Packaging (Primary/Secondary), 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."**
- Played a pivotal role in creating the **Kuu Kuu Harajuku** animated series. Creative directed and collaborated on all aspects of the animated series from ideation to final episodes, including character development, writers workshops, scripts, character, prop, and background designs, leicas, and sound design. Aired on **Nickelodeon** and **Nick Jr!** for 2 seasons (52 episodes each season).
- 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.

HARAJUKU MINI FOR TARGET

- Built and designed 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.
- 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.

HARAJUKU MINI FOR TARGET continued

- 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). Media coverage by **Hollywood Reporter, People, DailyMail, InStyle,** and **PopSugar.**

GWEN STEFANI

- Established creative direction 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.
- 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.
- 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 Arlt and Mary Phillips, and wardrobe stylists Petra Flannery and Rob & Mariel.
- 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.

SKILLS

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