

Mark Bridges

Creative Executive and Creative Director

Visual worlds for artists and brands across video, identity and integrated campaigns

ABOUT

I am a creative executive and creative director with seventeen years of experience building visual worlds around artists and brands.

My background is in music. I grew from music video commissioner into leading visual and campaign systems for Interscope, Def Jam and Republic.

I work in the spaces where youth culture lives. Hip hop, alternative, street, skate, gaming, live shows.

I define the visual language around an artist or moment, then connect video, photography, artwork, content and experiences so everything feels like it belongs to the same universe.

My role sits between the artist, management, label and production partners.

I translate vision into clear creative direction, build and lead teams, ultimately protecting the standard across all touchpoints while still delivering on time and on budget.

CASE STUDIES

SELECTED WORK

Kendrick Lamar

Visual world-building and music video commissioning across multiple eras, connecting long form film, key art and content into a coherent universe.

Juice WRLD

Campaign creative around emotionally driven storytelling, balancing rawness with strong visual identity for a global youth audience.

JID

High energy and narrative world-building across video and visuals for a fast moving, lyrically dense artist.

Playboi Carti

Visual language tuned to a cult following, focusing on mood, texture and style over traditional narrative.

Madden NFL 22 soundtrack

Bringing label artists into a broader brand ecosystem, aligning visuals and content with a global gaming property.

Party of 2

Developing artist world built from zero, defining a visual identity that could scale over time.

KENDRICK LAMAR

Role: Creative Lead / Video Commissioner / Visual World-Building

Overview

Kendrick's projects demanded a visual world that could hold complex storytelling and still land as iconic, simple images. I worked as a music video commissioner and creative lead across multiple eras, helping define how his universe looked and felt across music videos, key art, photography and content.

World and intent

Helped shape a visual language that matched the depth and tension in the records, from grounded documentary feeling moments to more stylized and symbolic imagery. Treated each album cycle as its own chapter, while keeping a throughline so fans always felt they were in the same Kendrick universe.

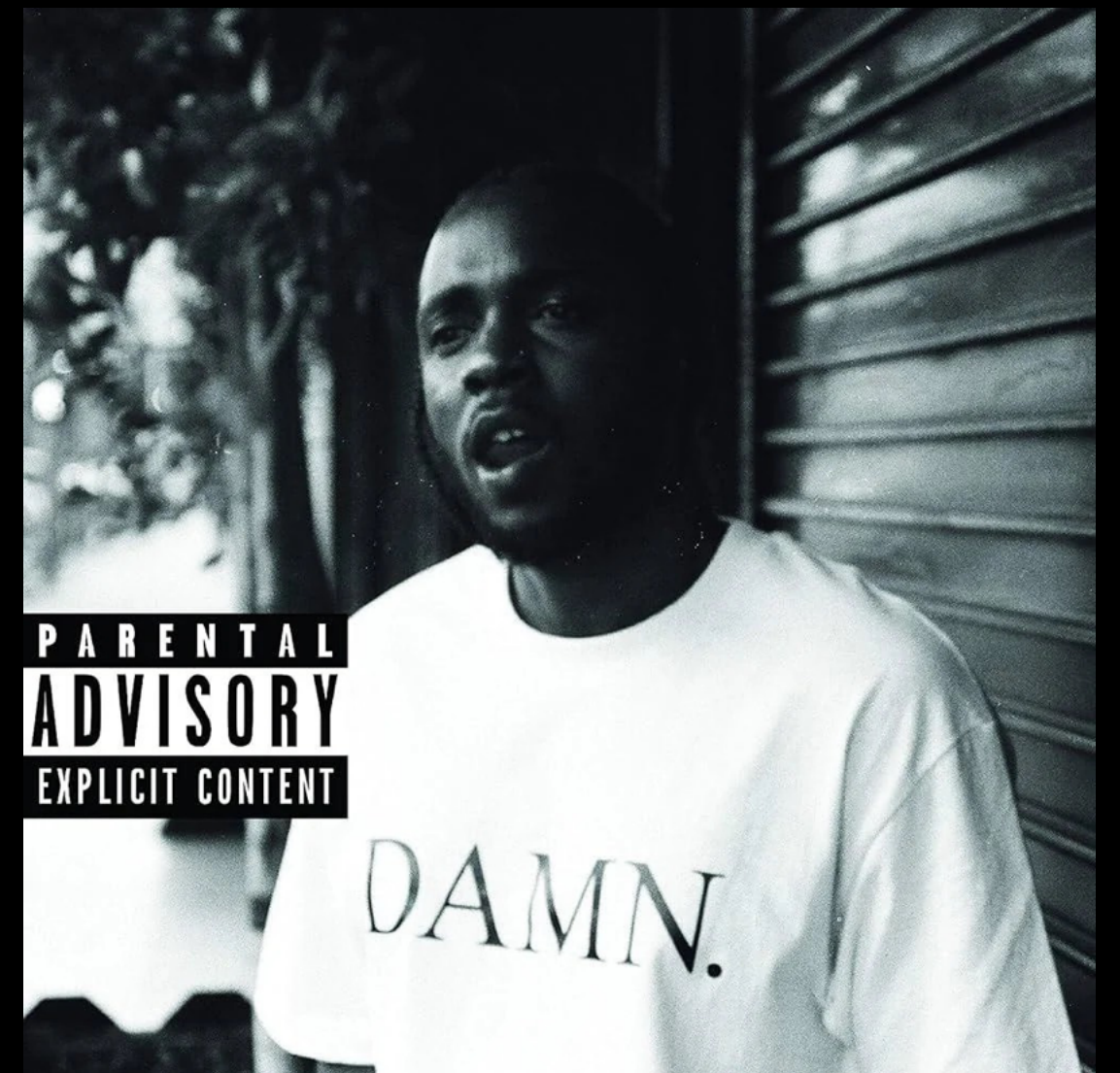
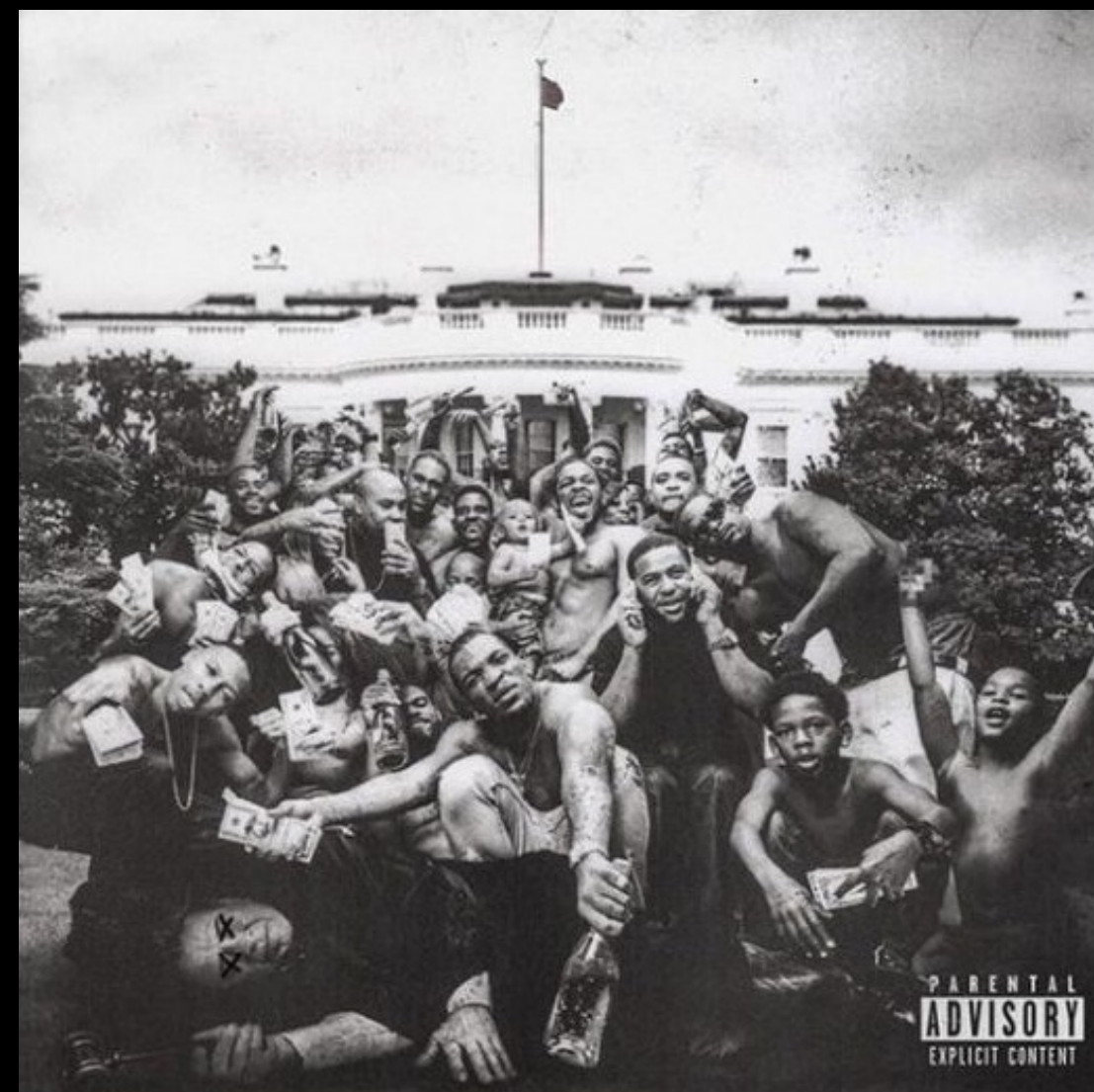
System and touchpoints

Commissioned and guided directors from treatment through final cut, aligning on concept, tone, palette and performance. Worked with photographers and designers on cover art, promo imagery and digital assets that extended the world established in the films. Considered how visuals would live across long form video, thumbnails, social, press and live screens, not just in isolation.

Leadership and collaboration

Sat between artist, management, label and production partners, translating creative intent into concrete decisions on treatments, casting, locations and styling. Protected visual standards while navigating real budgets and timelines, especially as the scale and expectations around Kendrick's work grew..





JUICE WRLD

Role: Creative Director / Video Commissioner / Campaign Creative

Overview

With Juice WRLD, the work needed to carry emotional weight and still feel accessible to a huge youth audience seeing him mostly through screens. I helped define the visual approach across music videos, artwork and content in a way that supported both the vulnerability and the scale of the project.

World and intent

Built a visual language around emotional honesty, memory and surreal elements that reflected his writing and themes. Balanced intimate, performance driven imagery with moments that felt larger than life and shareable.

System and touchpoints

Commissioned videos that tied back to key visual motifs, so frames could double as artwork, thumbnails and social moments. Worked with artwork and content teams so cover art, teaser clips and behind the scenes felt like they came from the same story. Considered how fans would first encounter the work on platforms like YouTube, Instagram and TikTok and planned visuals accordingly.

Leadership and collaboration

Partnered closely with Juice, his team and directors to ensure the visuals supported and did not flatten the emotional core of the records. Made sure every partner understood the world we were building, even as individual pieces varied in format and budget.



JID

Role: Creative Director / Video Commissioner / Campaign Architect

Overview

JID's work is dense, technical and energetic. The visuals needed to match his pace and complexity without feeling chaotic. I led creative across videos and key visuals that helped define him as a distinct presence in a crowded field.

World and intent

Built a visual world around movement, rhythm and sharp detail to mirror his delivery and writing. Used framing, camera movement and edit rhythm to support his technical performance rather than compete with it.

System and touchpoints

Commissioned videos that combined performance, narrative and abstract elements in a cohesive way. Worked with design and photo teams to ensure cover art and campaign imagery carried the same energy and color language. Planned content moments that could extend beyond a single drop and introduce new listeners to his world.

Leadership and collaboration

Aligned artist, management and label teams on what made JID's world unique and how that should show up visually. Guided directors and editors on how to shoot and cut for his style, so the visuals felt tailored rather than generic.







PLAYBOI CARTI

Role: Creative Director / Video Commissioner / Campaign Architect

Overview

Playboi Carti's audience treats his world like a cult language. The visuals needed to feel immediate, stylish and slightly out of reach, with a focus on mood and iconography over literal storytelling.

World and intent

Helped define a visual world centered on texture, silhouette and environment, where small details and repeated motifs mattered more than traditional narrative. Leaned into a feeling of mystery and energy that matched how the fanbase interacts with his work online.

System and touchpoints

Commissioned videos that felt like glimpses into Carti's world rather than closed stories. Worked with design teams on artwork and social assets that carried the same aesthetic, so everything from a cover to a grainy clip was intentional. Considered how frames would live as screenshots, gifs and fan edits.

Leadership and collaboration

Built and led creative teams that could thrive in an intentionally loose, fluid creative process while still delivering on time and at scale. Worked with directors and crews who could protect the artist's world and meet label needs at the same time.



MADDEN NFL 22 SOUNDTRACK

Role: Creative Director / Video Commissioner / Visual World Building

Overview

For Madden NFL 22, I was asked to create a visual centerpiece for the soundtrack. I developed a multi-artist cypher film that spawned seven individual music videos, each performer tied to their NFL team city. The piece brought nine artists across six locations into one flagship visual for EA, the NFL, and Interscope, amplified through custom artwork, social assets, and a multi-pronged social and digital campaign.

World and intent

Treated Madden as a shared universe where multiple artist worlds could intersect without losing their core identities. Considered how music, visuals and brand elements would live together in game, in marketing and across social.

System and touchpoints

Partnered with internal marketing, external EA Sports and NFL teams to align on key visuals, usage guidelines and tone. Ensured artist assets, promo imagery and content pieces felt connected to Madden without reading as forced placements. Helped frame how artists and songs were presented so fans understood the collaboration and the larger story.

Leadership and collaboration

Coordinated between artists, management, label marketing and the Madden team to keep creative aligned and approvals moving. Protected both the brand and the artist in decision making, so the collaboration felt additive to each side.



MADDEN 22 CYPHER

Link to Video: www.youtube.com/watch?v=CUbcBsMTOqo

PARTYOF2 (artist development)

Role: Creative Director / Video Commissioner / Visual World Building

Overview

Party of 2 was a developing act with no established visual language. I led creative from the ground up, defining their world across music videos, photography, artwork and content so every touchpoint felt like it belonged to the same story.

World and intent

Defined the core visual world for Party of 2, focusing on mood, color, framing and environment that supported their sound and story. Built simple, clear creative guardrails so every video, photo and piece of content felt like it came from the same universe.

System and touchpoints

Led creative across music videos, key art, single or project visuals and early content to introduce the group and build recognition. Collaborated with photographers and directors to ensure shoots, locations, styling and framing supported the same visual language. Shaped how the work came to life across social and digital, thinking in terms of repeatable visual ideas rather than one-off posts.

Leadership and collaboration

Worked directly with the artists, management and label partners to translate who they were into a concrete visual identity. Guided directors and photographers from treatment through delivery, aligning on tone, concept and execution while keeping timelines and budgets realistic for a developing act.





CONTACT

For creative direction, campaign development or world-building work across video, visual identity and integrated campaigns

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**“You’re going to sell the story before
you sell the product”**

– Virgil Abloh

Thank you.

