

MARK BRIDGES JR.
CREATIVE PORTFOLIO
MARK.BRIDGES.JR@GMAIL.COM

2025

LINKEDIN.COM/IN/MARKBRIDGESJR
DEAUXP.COM

PORTFOLIO

ABOUT ME

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

EDUCATION

Bachelor of Science in Business Administration, Marketing
California State University, Chico

CORE SKILLS

Creative Production & Operations · Video & Content Strategy ·
Integrated 360 Campaigns · Brand Systems & Visual Identity · Budget,
Vendor & Agency Management · Cross-Functional Collaboration
(Marketing, Product, Brand, A&R, Publicity, Finance) · Team Leadership,
Hiring & Mentorship · Experiential & Live Creative · Music Video
Commissioning



THE WORK

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

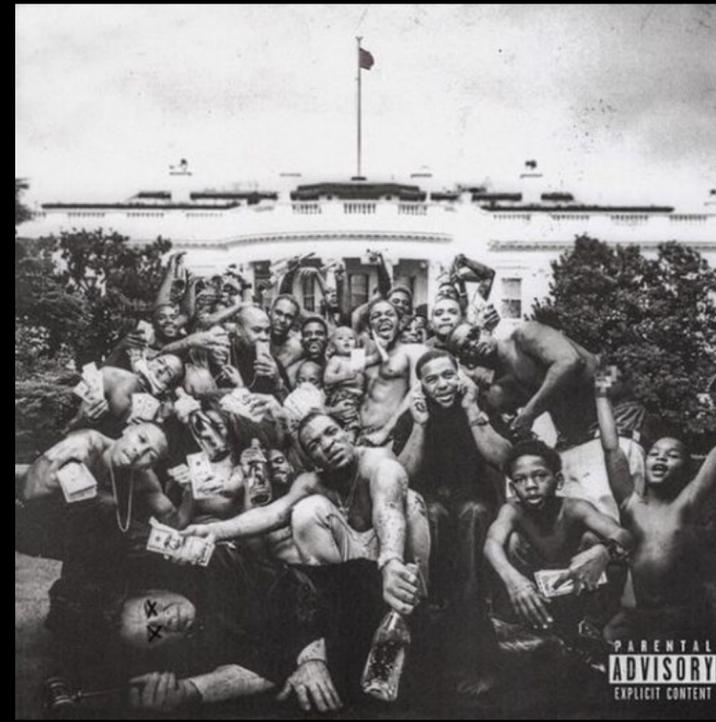
Commissioned and guided directors from treatment through final cut, aligning on concept, tone, palette and performance. Worked with photographers and designers on cover art, promo imagery and digital assets that extended the world established in the films. Considered how visuals would live across long 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..



DAMN.





Dreamer

JUICE WRLD

Role: Creative Director / Video Commissioner

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

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

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. Hand selected and 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 became 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, RESOLVE Media 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 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.



2025

[LINKEDIN.COM/IN/MARKBRIDGESJR](https://www.linkedin.com/in/markbridgesjr) * MARK.BRIDGES.JR@GMAIL.COM * [DEAUXP.COM](https://www.deauxp.com)

THANK YOU