

JOSH TJADEN

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PROFILE

Creative Director with 15+ years of experience developing integrated campaigns, immersive experiences and brand stories across media, technology, entertainment and consumer brands. Collaborative creative leader who translates strategy into original concepts, builds compelling narratives and guides multidisciplinary teams from brief through execution. Brings a strong understanding of production to ambitious creative thinking, with experience leading pitches, partnering with clients and connecting ideas with culture and audiences.

WORK HISTORY

CREATIVE DIRECTOR

NYC | Remote

2021 - Present

VIVA Creative

- Lead multidisciplinary teams through strategy and execution, partnering across art direction, graphic design, motion, spatial design, video and content to establish a cohesive creative vision across every audience touchpoint.
- Translate strategic insights and client objectives into creative platforms, narratives, guest journeys, visual systems and experiential concepts from initial brief through execution.
- Partner with clients and department leads across strategy, program management, technical and production to guide creative development, workshops and presentations while balancing ambition with budget and execution.
- Support new business and RFP development while maintaining creative integrity across environments, content, programming, executive communications and live experiences from brief through onsite delivery.
- Provide creative direction, feedback and mentorship that develops talent through trust and collaboration.
- Client Highlights: New Profit, Norwegian Cruise Line Holdings, The New York Times, Sotheby's International Realty

CREATIVE STRATEGIST

NYC | LA

2017 - Present

joshiku LLC | Consultancy

- Lead independent creative strategy and experience development across art installations, brand convenings, cultural campaigns, destination marketing and live engagements.
- Collaborated with The Family art collective to transform a 200 foot ferry into a private cultural venue.
- Client Highlights: Coca-Cola, Droga5, Jack Daniel's, JJLA, Lionsgate Films, Live Nation and Unit9 Films

CREATIVE PRODUCER

NYC

2013 - 2017

DKC | HangarFour

- Brought a nonprofit and advocacy background into the commercial agency world, leading experiential creative and retail design for Delta Air Lines, FanDuel, L'Oréal Paris, New Balance, SEGA of America and the USTA.
- Led projects from creative brief through execution across creative direction, client leadership, new business and production, including the international L'Oréal League experiential and destination marketing campaign.

DEVELOPMENT OFFICER | EVENT MANAGER

NYC | LA

2006 - 2013

GMHC | MZA Events

- Produced large-scale fundraising and community experiences for AIDS Walk New York and Los Angeles, helping drive more than \$10M annually through live events, media and audience engagement.
- Partnered across fundraising, marketing and communications to develop integrated campaigns and audience engagement strategies, including the launch of a young donor program.

DEVELOPMENT OFFICER | MAJOR GIFTS

DC

2009 - 2011

SLDN

- Developed a national advocacy campaign with Lady Gaga that brought significant cultural visibility to the movement to repeal Don't Ask, Don't Tell.
- Campaign activity reached 7M television viewers, generated 5M social engagements and drove 650K unique visitors to the organization's website.

EDUCATION

Art History | Art Management
Marymount Manhattan College

Fine Arts | Political Science
Richmond College, London

CORE CAPABILITIES

Creative Direction | Creative Strategy
Integrated Campaigns | Client Leadership
Concept Development | Multidisciplinary
Leadership | New Business and Pitches
Production Leadership | Experiential

CREATIVE TOOLS & PLATFORMS

Figma | Adobe Creative Cloud
Miro | Keynote | Frame.io
ChatGPT | Midjourney | Cosmos
Unsplash | Pexels | Microsoft 365
Google Workspace