



HUB ZEMKE

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EXPERIENCE

Overview

Strategic Market Planning & Brand Management

Self-motivated Design Director with over 20 years of creative experience in all phases of multilevel marketing including: entertainment/retail/packaging/B2B marketing and advertising. Project-oriented and results driven executive with exceptional skills in strategic thinking, integrated multi-media designing, and brand narrative development. Focused professional who works successfully in high-pressure environments and consistently develops unique brand strategies and campaigns.

Education

Bachelor of Design

Arizona State University
Tempe, AZ
1995 - 1999

Additional Skills

Fully versed in Adobe Suite, AI technology, for both on air and off air. Enthusiastic networking professional with extensive contacts at media and advertising agencies and vendors.

ABC NETWORK

2021 - 2023
BURBANK, CA

CONSULTING ART DIRECTOR

- Built brand positioning and developed targeted marketing campaigns for new and legacy shows, ensuring growth within each client's industry via strategic marketing. Activations included digital advertising, social media marketing, website design & management, direct mail/email, print collateral, local marketing plans, special projects and promotions.
- Designed high impact event display booths and giveaway merchandise for events like Comic-Con, SXSW, and Upfronts.
- Coordinated with agencies and vendors to concept key art for multiple television shows including hits like Bachelorette, Abbott Elementary and Beauty & the Beast.
- Led cross-functional teams to produce high-quality marketing content for film, television, and digital media departments.
- Developed and implemented multilevel presentations, pitch decks, retreats, all-hands and corporate events including full rollout campaigns and audience immersive experiences.

SONY PICTURES ENTERTAINMENT

2019-2021
CULVER CITY, CA

CONSULTING ART DIRECTOR • GAMESHOWS DEPARTMENT

- Rebranded a comprehensive toolkit for legacy titles Wheel of Fortune and Jeopardy for licensing applications. The brand update included identity refresh, and development of full on-air and off-air packages included patterns, colors, textures, and apparel, merchandising and social media rollout kits.
- Designed TV series posters and movie campaign key art that captured the essence of new and existing titles and drove audience engagement.
- Stylized presentation decks for series pitches generating new show development for various gameshow titles in development.

HUBRIS DESIGNS INC

2004 - CURRENT
LOS ANGELES, CA

CREATIVE DIRECTOR/PROPRIETOR

- Managed budgets, quotes, timelines, creative direction, and outsourcing personnel to ensure successful project outcomes depending on the scope of individual clients.
- Designed adaptable product packaging for food and beverage, home goods and cannabis lines targeting over 18 consumers with everchanging FDA legal updates.
- Coordinated photo shoots for seasonal product rollouts and lifestyle brands.
- Efficiently managed multiple projects and adaptability to changing priorities.
- Launched ground up brand identity development for startup and mid-size corporations ensuring breakthrough into more lucrative markets.

FREEFORM NETWORK

2014-2019
LOS ANGELES, CA

CONSULTING ART DIRECTOR

- Designed experimental walk-through exhibits that coordinated with programing including a selfie mermaid museum, haunted house, and pop-up Santa giveaway.
- Branded and implemented new identity system of ABC Family to Freeform network transitioning from family programming to millennial edgy demographic. Included guides, endpages, lower thirds, promotional and social materials, and complete identity overhaul.
- Providing direction and guidance to partners, photographers, and external vendors to ensure successful execution of designs across various media.

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Location
2601 ½ Locksley Place,
Los Angeles, CA 90039

EXPERIENCE CONT.

COFFEE BEAN & TEA LEAF

2011-2015
LOS ANGELES, CA

CONSULTING ART DIRECTOR

- Created all brand touch points for domestic and international store openings and consumer good development including the rollout of a consumer goods website, monthly promotional campaigns, food and beverage package development lines for thousands of skus retail, web, ads packaging, e-commerce & communications, retail marketing campaigns that launched in 28 countries and 900 stores domestically.
- Directed photoshoots for beverage and food campaigns that included food styling, action and still applications as well as lifestyle campaigns.
- Launched new consumer lines for including endcaps, seasonal merchandise displays and new beverage promotional development.
- Utilized web and social media to develop brand loyalty system rollout.
- Developed in wall art, wayfinding signage and menu signage.

AGI/TM-ELECTRONIC ARTS CLIENT

2008-2009
REDWOOD CITY, CA

BRAND TEMPLATES MANAGER

- Standardized brand systems for packaging, manuals, and specialty releases.
- Managed in-house in Los Angeles and offshore production artists in India to rollout packaging for yearly titles.
- Improved the Quality Control error rate from 60% to 5%.

RONCO CORP

2004-2005
SIMI VALLEY, CA

CREATIVE DIRECTOR

- Oversaw the design department for an infomercial kitchenware company. Developed new product concepts that were developed and eventually launched on air and chains including Cosco, Macy and Walmart.
- Directed and styled photo shoots.
- Designed packaging line looks for multiple sku's including instruction manuals and created bilingual packaging and consumer materials.
- Ran a team of designers.

ATLANTIC RECORDS

2002-2003
NEW YORK, NY

JUNIOR DESIGNER DIRECTOR

- Production design for music artist marketing materials.
- Monitored media coverage, and updated artist bios

DC COMICS- WARNER BROS

2001-2002
NEW YORK, NY

TEMP LICENSING ASSISTANT

Filed, prepared expense reports, and scheduled meeting for design team. Outsourced vendors for collectables.