

# Jared Cohen-Richards

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## ART DIRECTION & DESIGN

JAREDCR.COM • JARED@JAREDCR.COM • (858) 335-0409

I'm an experienced art director, designer, project manager and armchair copywriter who inspires new and creative approaches to visual problems with unique ideas from concept to execution. I work well with tight deadlines and thrive under pressure while maintaining meticulous attention to detail.

### EXPERIENCE

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#### **The Walt Disney Company**

##### **Sr. Manager, Visual Communications – Disney Entertainment / Walt Disney Studios · 2023 – Present**

Lead design for communication teams under Disney Entertainment, focusing on The Walt Disney Studios, Disney Streaming, International, and Platform Distribution.

##### **Sr. Manager, Visual Communications – Disney Media & Entertainment Distribution · 2021 – 2023**

Manage communication design team, supporting global population of 12,000+ employees under Advertising, Direct-to-Consumer, Networks, Platform Distribution, and Technology. Additionally, manage internal brand and creative for Disney Streaming (Disney+, Hulu, ESPN+, and Star+).

##### **Hulu · Manager, Visual Communications · 2015 – 2021**

Manage creative for internal teams, including Internal Communications (events, employer brand and values, presentations, apparel, email campaigns), Recruiting (social media, events), Benefits, Workplace Experience, and Talent Development. Support monthly executive all hands, internal brand, and worldwide internal programs, award-winning intranet (Huluverse), digital communication signage, and Hulu photo program.

##### **BLT Communications · Art Director, BLT Plus · 2014 – 2015**

Focus on digital creative — banners campaigns, web presence, social media — for Broadway productions, as well as Hulu, Netflix, and Disney. Broadway shows include *The Book of Mormon* (worldwide), Larry David's *Fish in the Dark*, *A Delicate Balance*, *Skylight*, and *This is Our Youth*.

##### **The Walt Disney Company · Manager, Design, Disney Corporate Creative Resources · 2006 – 2014**

Responsible for executing and managing high-level projects for internal and external-facing clients under all Corporate divisions of The Walt Disney Company, including senior management, Corporate Brand Management, Disney Synergy, D23 (Disney Fan Club), and Disney Citizenship. This includes a variety of project types, such as branding, marketing collateral, environments and exhibits, publications, merchandise, print production, and presentations. Managed between 6 and 11 employees, as well as freelance designers, while leading, reviewing, and art directing a variety of projects, including:

- *Disney twenty-three* Quarterly magazine
- Corporate Identity Program *Core brand of The Walt Disney Company*
- D23: The Official Disney Fan Club 365 fan program
- D23 Expo: The Official Disney Fan Event *Bi-yearly convention*
- Walt Disney Archives *Exhibits, events, and collateral*

##### **Fleet Science Center · Graphic Designer, Multimedia Services · 2001 – 2006**

Produced marketing and advertising materials for exhibits and education programs; designed and developed multiple exhibits; established back and front end of newly-launching commerce website.

### SKILLS

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#### **Adobe Creative Suite**

Illustrator · Photoshop · InDesign · After Effects

#### **Presentation Design**

Keynote · PowerPoint · Google Slides

#### **Project & Team Management**

#### **Brand & Synergy Management**

#### **Event & Environmental Design**

#### **Pre-press/Production**

#### **Copywriting**

### EDUCATION

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#### **Bachelor of Science, Graphic Design**

The Art Institute of California — San Diego

### RECOGNITION

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Seven-time Apex Award winner (2014, 2013, 2012, 2008, 2007); Four-time Magnum Opus winner (2008, 2007)

References available upon request.

Portfolio and unformatted plain-text resume available at [jaredcr.com](http://jaredcr.com).