

# EMANUEL RAD

CREATIVE DIRECTOR | UX/UI WIZARD | ENTREPRENEUR | PROBLEM SOLVER | VSTORY TELLER



## ABOUT ME

A Creative Person with over a quarter century of experience establishing myself as a leader in design. A collaborative, open-minded, innovative leader, with deep experience working with digital media to develop creative strategy and collaborate on executions that attract, grow and monetize audiences across linear, digital and social platforms. I love to challenge the status quo with innovative and experimental thinking. Experienced in building, directing and developing innovative leading-edge brand creative solutions that establish fresh directions and market opportunities while negotiating strategic partnerships to drive revenue.



## CONTACT

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## SKILLS

**Adobe Suite:** Photoshop, After Effects, Illustrator, Premiere, Indesign, Lightroom, Aero, Flash, XD, Dreamweaver, Muse  
**Front End:** HTML 5, CSS, JQuery, Webflow, Sketch, Figma, Google Ads  
**Other** Final Cut Pro, Adobe (Premiere, After Effects), Cinema 4D, Blender.  
**Soft:** Adaptability, Curiosity, Collaboration, Creativity, Daring, Decision Making, Empathy, Problem Solving, Time Management, Bridge Building, Integrity, Service to Others, Innovation, Flexibility, Teamwork, Resiliency, Resourceful, Forward-Thinking, Collaborative, Dependability, Growth Mindset, Active listening, Open to feedback, High Work Ethic, Problem Solver



## EXPERIENCES

**PENNYMAC**  
VP CREATIVE MARKETING  
2020 - 2022

I managed the creative team as well as oversaw cross-discipline teams of various levels in the production of all corporate creatives. I oversaw and maintained accountability for all deliverables, timelines within my department. lead the efforts for the company's rebranding and work closely with executives and stakeholders to overseeing all marketing campaigns. Collaborated with Social, Content team leadership to efficiently execute on editorial, sponsorship projects to unlock revenue, brand and social opportunities

**LOANDEPOT**  
SR. CREATIVE DIRECTOR  
2014 - 2019

In my role, I directed and managed the overall strategic marketing and advertising brand for loanDepot. I built a multi-disciplinary creative team from 5 to 25+ members. My work was instrumental in the strategic planning and development of a brand transition to several acquisitions (Mortgage Master, iMortgage, loanDepot Wholesale) into one distinctive brand - loanDepot. I was successful in my efforts to conceptualize, pitch and ultimately build a strong full-service platform that was adopted company-wide. had privilege to be part of lots of co-branding campaigns with Aflac, Capital One, Staples, Offerpad etc.

**MELLOHOME**  
ART DIRECTOR  
2017 - 2019

mellohome.com was launched in January 2017 as a Real Estate agent referral network. I had privilege to consult on and led the creative strategy to build the brand from the ground-up. My experience extended to the projects visual identity, UI/UX, agent CRM, mobile application, supporting advertising campaigns.

**FREELANCER**

As an entrepreneur my focus was on building a high-end design experience for various clients and agencies working in-house and independently on several projects with varying timelines. I help and gave creative direction to Startup and brands like Zillow, Caliber, Amircor, Intelliloan, Tosi, GUARDaHEART, BG Products, and other high profile clients.



## CORE COMPETENCIES

**CREATIVE  
& DESIGN**

UI/UX Design, Branding, Typography, Layout, Digital Marketing, Video Editing, Directing, Cinematography, Packaging, Vast experience in Print, Emerging Media, 3D, E-Commerce, CRM, Infographics & Visualization, Presentations, Asset Management

**MANAGEMENT  
& STRATEGY**

Project Management, Deadline Management, Design Strategy, Event Planning, PR, Digital Marketing, Workflow Optimization, Strategic Partnerships, Business Development, Market Trend Research, Brand Development, Experiential Content Marketing, Mentorship

## REFERENCE

Available upon request

## HOBBIES

