

Portfolio

JESSE FINLEY REED

Hello there!

I'm Jesse Finley Reed.

Over the last 20 years, the scope of my experience as an Art Director has included everything from global agency campaigns to non-profits with limited resources; leading nimble, in-house teams to working independently as a contractor. Whether it's a product, a brand or PSA, what all of these experiences share is a client's desire to successfully communicate their vision. I am a creative translator. My philosophy is to build connection, listen, and articulate – turning a goal or metric into something visually stunning results across an ever-expanding list of platforms. My key strengths are conceptual thinking, brand-building, and solution-focused problem solving. This knowledge has given me what it takes to be a leader who seeks to exceed expectations.

I am passionate about social justice issues and volunteering. I also make documentary films and art.

SAY HELLO 



Los Angeles LGBT Center

Rebrand Campaign

Situation

The Los Angeles LGBT Center wanted a bold advertising campaign to compliment their rebranding while engaging the metropolitan LGBTQ+ community.

Task

How do we represent the broad population that comprises the LGBTQ+ community? To accomplish this, I solicited a diverse group of community members to come in and pose... but there was a catch. I asked them to represent the organization's 5 brand attributes: relentless, courageous, compassionate, strong and inspirational using only their hands and props.

Execution

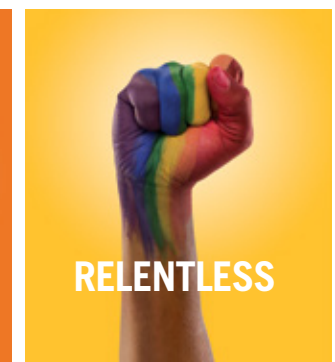
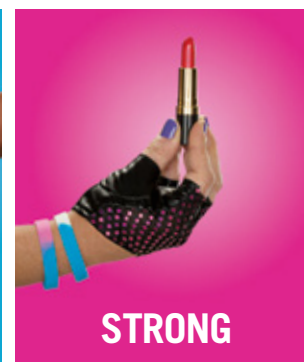
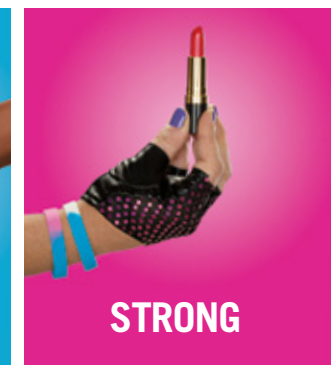
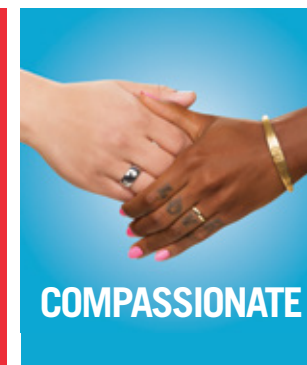
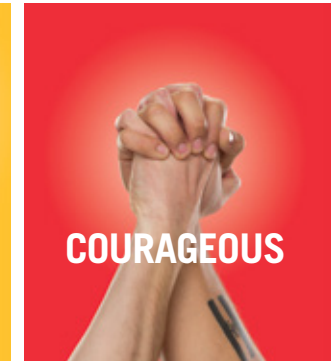
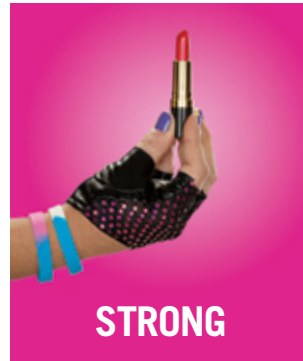
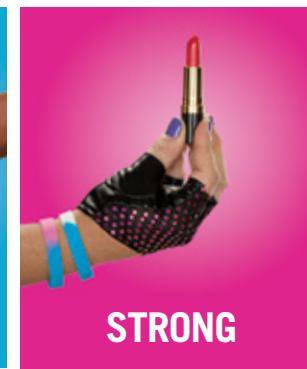
- Campaign posters
- Bus Shelters
- Billboards
- Website
- Exterior Architecture
- Print ads
- Targeted social media

Results

This led us to a widely discussed campaign that was hailed as clever, simple and inclusive. Several stories ran about it in LGBTQ+ press, and the original artwork is still in use today.

Role: Creative Director

VISIT PROJECT ►



meet the peapod.



Arnell/Chrysler

Meet the Peapod

Situation

Chrysler and Arnell partnered together to develop their first urban electric vehicle, the Peapod, and wanted promotional campaign that complimented its playful spirit.

Task

Introduce the Peapod to New York City consumers, specifically targeting young, eco-conscious high-net-worth individuals through a promotional campaign.

Execution

- Promotional advertising campaign
- Brochures
- Clothing
- Pins
- Stickers

Role

Art Director

[VISIT PROJECT ►](#)

Arnell

Pepsi Rebrand

Situation

Pepsi wanted to modernize its brand using its mantra of being the beverage of a "new generation".

Solution

Arnell's creation of the "Breathtaking" identity drew on a joyous, open-mouth smile as representative of many emotions. With an emoji-like quality, the logo's "mouth" was different sizes for the product line—slimmest for Pepsi 0 and widest for Pepsi Max. As an art director I worked directly on the packaging design and the promotional "Refresh Everything" campaign.

Execution

- Identity
- Packaging
- Promotional Advertising
- Billboards
- Bus shelters
- Wild Postings

Results

A widely lauded rebrand that felt modern and energized consumer's feelings about the brand.

Role

Art Director



VISIT PROJECT ►



DBZ

Crate & Barrel Holiday Campaign Pitch

Situation

Crate & Barrel was looking for a playful, modern way to get people excited about the holiday.

Solution

"The Giving of Joy" campaign took familiar holiday language and put a playful new spin on it, with messages like "silent night, noisy morning" and "the grin that stole Christmas". We combined these messages with snap-shot style photography that felt intimate and homey.

Execution

- Billboards
- Bus shelters
- Print ads
- Website

Role

Art Director

VISIT PROJECT ►

To Be of Service

Situation

Academy Award Nominated Director Josh Aronson was looking to for a designer for his new documentary feature, *To Be of Service: Veterans with PTSD and Their Service Dogs*. The film, shot in a vérité-style, captured the intimacy of the relationship between service member's and their dogs. I wanted to draw off this connection, and created composited artwork that reflected their partnership in coping with PTSD.

Solution

Create a title treatment and communication collateral that complimented the intimate story telling and military background of the subjects.

Execution

- Title treatment
- Key Art
- Poster
- DVD
- Social Media assets

Role

Art Director/Designer

VISIT PROJECT ►





The LA Opera

Plácido Domingo Awards Dinner Collateral

Situation

The LA Opera needed to create an identity and collateral for the 2019 Plácido Domingo Awards, which featured the opera *El Gato Montés* about a Spanish bull fighter.

Solution

Conceptualize a design that would be evocative of *El Gato Montés*, as well as appealing to the Hispanic opera community. The bold red color and shape was reminiscent of the motion of a matador's muleta. Gold pantones and foils complimented the dramatic cover and interior.

Execution

- Invitation
- Website
- Social media collateral

Role

Art Director/Designer

VISIT PROJECT ►

STIRR

SYMBLAZE

STIRR Brand

Situation

STIRR wanted to position itself as a “new way to watch,” pulling a mix of material onto its new streaming network platform.

Solution

Create a bold, in-your-face brand that speaks to the mission. Confidence, assertion and no apologies. Even a bit of mischief.

Execution

- Logo
- Brand Attributes
- Brand Book & Style Guide

Role

Art Director/Designer

VISIT PROJECT ►

WE CREATE PRODUCTS
FROM PLANTS
NOT PETROLEUM

Repurpose Compostable

Repurpose Product Line

Situation

Repurpose Compostables, a company that creates disposable products from plants, wanted to integrate their brand into their product line.

Task

Create package design based on the establish brand's style.

Execution

- Packaging design

Role

Art Director



VISIT PROJECT ►





Los Angeles LGBT Center

Vanguard

Situation

The Los Angeles LGBT Center (formerly LA Gay & Lesbian Center) was producing a monthly *Vanguard* newsletter. It was dated and not serving a primary goal of engaging membership and translating into development/giving.

Solution

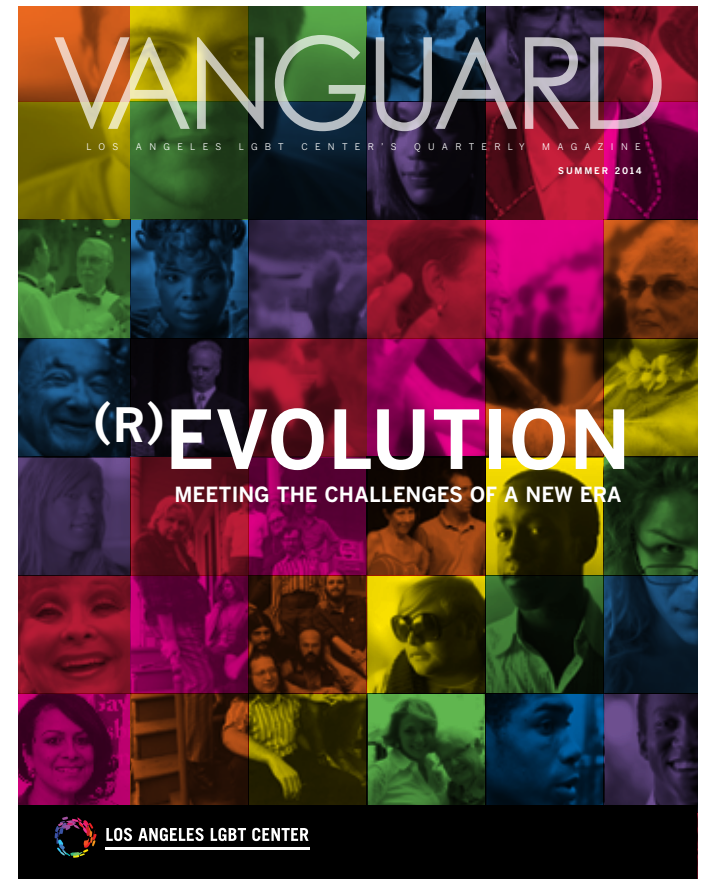
Redesign the newsletter as a monthly magazine, with the long-term strategy of developing an indepth quarterly following the re-brand of the organization. The model was based on alumni-giving publications from universities.

Execution

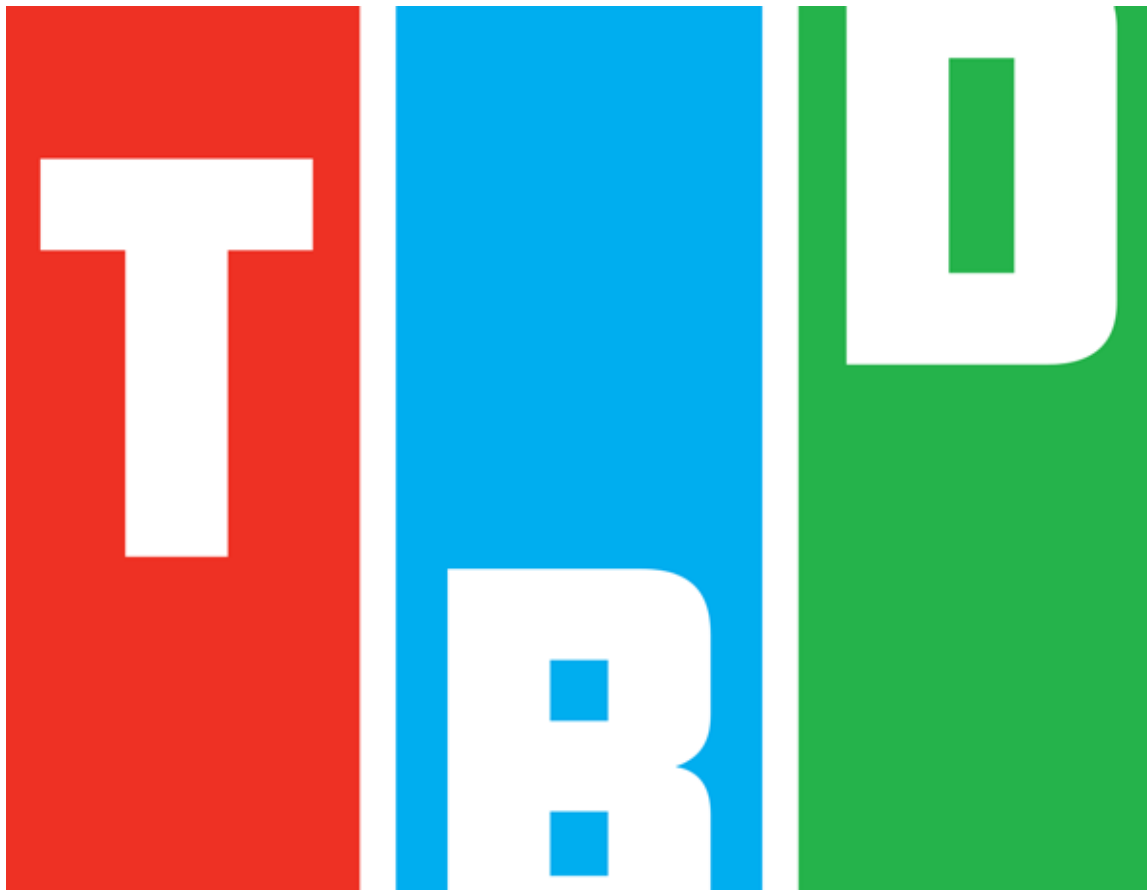
- Conceptualization, design and execution of print publication
- Created a *Vanguard Now* website to host content

Role

Creative Director, Photography, Design



VISIT PROJECT ►



SYMBLAZE

TBD Brand

Situation

TBD wanted to position itself as a new way to stream content, where literally ANYTHING could be next. Wild, unconventional and over-the-top, its goal was to smash the existing order with quick, consumable bites of media.

Solution

Conceptualize TBD as a motion-based logo derived from a slot machine— a sense that any combination was possible. Build out an icon library that could be mixed into the movement of the letters as well.

Execution

- Logo
- Brand Attributes
- Brand Book & Style Guide

Role

Art Director/Designer

VISIT PROJECT ►



Los Angeles LGBT Center

WhatRUInto?

Situation

The Los Angeles LGBT Center was launching a new health center in the city of West Hollywood to provide primary and sexual healthcare to the LGBTQ+ community. The goal was to create a sex-positive campaign that encourage all individuals to get the care they need.

Solution

Create a sex-positive campaign that would direct engage the community and get them in for care. Drawing off of language and iconography in "hook up" apps, the campaign posed the question: "What RU Into?" It showcased actual community members (not models), showing that you could be whomever you wanted to be without judgment or stigma.

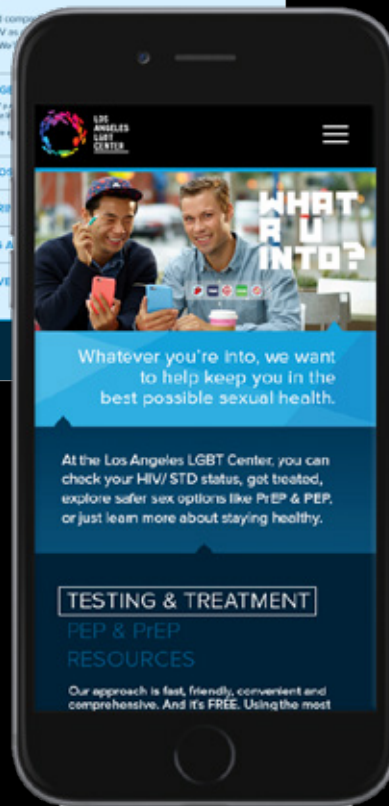
Execution

- Campaign conceptualization
- Outdoor campaign (bus shelters, billboard, signage, sidewalk)
- Social media campaign: Icon-based language that people could customize on their images and then upload to their social media and profiles

Role

Creative Director, Art Direction, Design

[VISIT PROJECT ►](#)



WHAT R U INTO?



LOOKING?



SUP?



STATS?



SAFE?



NEG?



POZ?



INTO?



Eric Buterbaugh Rebrand & Collateral

Situation

High end floral designer Eric Buterbaugh Los Angeles needed to rebrand and bring all of their collateral into alignment.

Task

Survey collateral and make recommendations. Art direct and photographed a collection of arrangements. Designed and executed website, catalog and email campaigns.

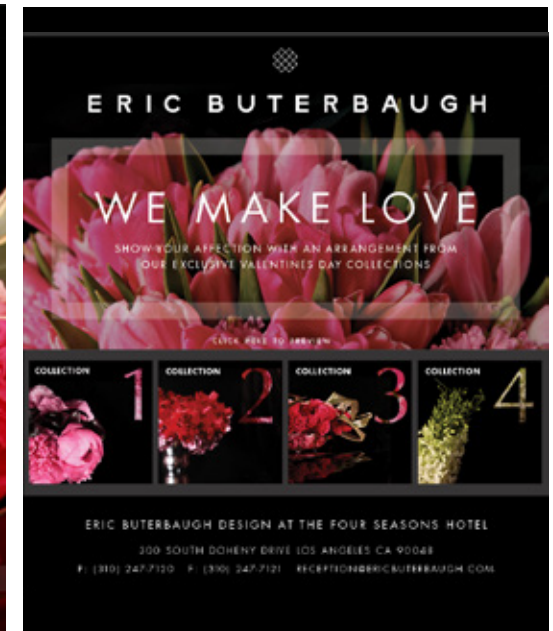
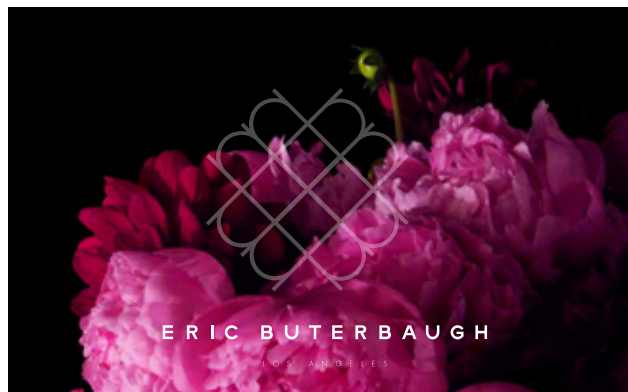
Execution

- Website
- Photography
- Look Book
- Catalog
- Email campaign

Role

Art Director, Photography

[VISIT PROJECT ►](#)



Catapult Marketing

Fiji Pitch

Situation

Catapult Marketing was excited for the opportunity to pitch for Fiji Water. They wanted an out-of-the-box campaign that drew on the exoticism of the brand.

Concept

Drawing inspiration from Surrealist artist Magritte and Dali, we framed the bottle in a variety of "exotic" and surreal contexts, allowing consumers to imagine "Tasting Paradise".

Application

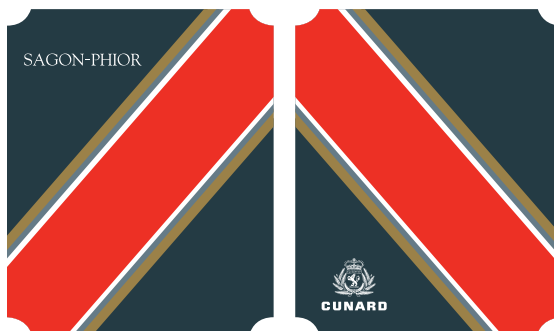
- Concepting
- Pitch deck

Role

Art Director

[VISIT PROJECT ►](#)





Sagon-Phior

Cunard Pitch

Situation

Sagon-Phior was excited to pitch for high-end and historic cruise line Cunard.

Concept

Develop a custom book and package it in a vintage suitcase with luggage tags. Using the horizon line at various times of the day, *Let Us Take You On A Journey* described the journey Cunard would be taken on in a partnership with Sagon-Phior.

Application

- Custom book *Let Us Take You On A Journey*
- Luggage tags
- Vintage suitcase

Role

Creative Director/Designer

VISIT PROJECT ►



Arnell

The North Face

Situation

Arnell had the opportunity to pitch bold interior architecture and graphics for The North Face retail locations throughout the US.

Task

Create in-store graphics and interior architecture elements which convey North Face's bold, physical, exploratory nature.

Execution

- Store interior architecture and graphics
- Scan-able product tags

Role

Art Director

[VISIT PROJECT ►](#)



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