

Twenty years of creative direction. Lately I build the product too.

From the mountains of western Virginia, to SCAD, to leading creative teams at Amazon Studios, TMZ, and Banijay. Now independent: brand, product design, and the code underneath. Open to full-time roles and project work.

LOS ANGELES, CA HELLO@JOSHUAWELLS.COM [LINKEDIN](#)

/ EXPERIENCE

Twenty years, six chapters.

DEC 2024 - SEP 2026	Commercial Strategy Design VERY GOOD VENTURES LOS ANGELES, CA VERYGOODVENTURES.COM Commercial marketing strategy design for a software consultancy: taking complicated ideas about AI products and generative UI and making them easy to understand, sell, and execute. Sales and capabilities decks, campaign creative, demo experiences, and a video series.
2020 - PRESENT	Design & Strategy Consultant INDEPENDENT PRACTICE LOS ANGELES, CA FULL-TIME SINCE SEP 2026 Creative direction, product design, and build for direct clients and agency partners. Brand systems, marketing sites, and the operational platforms behind them, designed and built end to end by one person, with AI in every step. • Pain Psychology Centre UK: the identity, the public site, and the operations platform an eight-person London practice runs on (enquiries, scheduling, agreements, billing, records). Next.js, React, Firebase, Stripe • Permission to Ugly Cry: coaching practice site and admin desk with in-browser editing and integrated booking • Cannella Media (agency partner, ongoing): capabilities and sales decks, a deck system and Figma kit, a dashboard product brand, and landing systems, content hubs, and site migrations for the agency's clients • Law firm brand (via agency partner): brand guide, social system, and video pipeline as freelance creative director • The studio's own tools: client review starter, invoicing and portal admin, a booking engine, a shop, and this site, with 24 published essays on design and AI

APR 2020 - JUL 2024

Senior Lead Creative & Design
AMAZON STUDIOS

LOS ANGELES, CA [AMAZONSTUDIOS.COM](https://amazonstudios.com)

Directed marketing creative production across website, email, video, print, and in-person channels for the studio and partners. Aligned C-suite strategy with execution, building communication tools and processes that reached 10,000+ studio employees and 200M+ Prime Video subscribers.

- Designed and delivered the studio's first DEIA report, "Progress on Inclusion," showcasing DEIA initiatives across productions
- Led holistic branding, campaigns, websites, 3D renders, motion graphics, and social systems for studio and partners
- Collaborated with 20+ Amazon Studio and Prime Video teams across the organization
- Built in-house comms strategy reaching 10,000+ studio employees

JUN 2017 - SEP 2019

Creative Director
BANIJAY

LOS ANGELES, CA [BANIJAY.COM](https://banijay.com)

Spearheaded innovative design across online, A/V, and digital marketing initiatives for the production studio. Built, trained, and managed the in-house design team. Established the studio's first digital entertainment news property.

- Acquired 8M+ average monthly unique visitors and 9M+ video views
- Produced 6,000+ engaging videos across short and long form
- Secured multiple \$100k+ direct ad buys through design and presentation
- Increased social media followers by 300% in the first year
- Secured syndication partnerships with Meredith, Sinclair, MSN, and Oath

AUG 2014 - APR 2017

Partner & Executive Creative Director SODA & LIME

LOS ANGELES, CA SODAANDLIME.COM

Established and led an innovative, inclusive creative department in an LA-based agency. Oversaw cross-disciplinary collaboration across photographers, videographers, art directors, editors, copywriters, brand strategists, and freelancers in a start-up environment.

- Secured agency as AOR for AEG, Orion, and Fox
- Conceived and executed proposals that generated \$1M+ net revenue in year one
- Oversaw \$12M collective media spend; averaged \$9M billable, 140% client ROI
- Acquired 1B+ collective social impressions across client roster
- Relaunched OK! Magazine, Travel & Leisure, and Koral
- 500% increase in annual company billings via scaled vendor and freelance network

JAN 2010 - FEB 2014

Creative Director TMZ

LOS ANGELES, CA TMZ.COM

Formed and led TMZ's first in-house creative team of 24/7 designers and art directors. Established visual tone and brand voice as the brand's first Creative Director. Collaborated with Warner Bros. management to scale brand exposure across emerging outlets.

- Grew social following from 500K to 6M across all platforms
- Redesigned TMZ App; 1M+ downloads in first week of launch
- Streamlined RFP process for partnerships, resulting in \$1M+ direct ad sales
- Designed sister-site TooFab brand within a 72-hour deadline
- Increased team workflow by 40% via project management processes
- Implemented 200+ IAB standard campaigns for Lifetime, OMD, USA, CW, and Discovery

/ EDUCATION

SCAD.

Master of Fine Arts
DESIGN MANAGEMENT
SAVANNAH COLLEGE OF ART & DESIGN

Bachelor of Fine Arts
ADVERTISING & GRAPHIC DESIGN
SAVANNAH COLLEGE OF ART & DESIGN

What's in the kit.

DESIGN

Brand systems · Identity · Editorial · UI/UX · Motion · Print, OOH, Broadcast · Inclusive design

PRODUCT & CODE

Astro · Next.js · React · Firebase & Google Cloud · Stripe · Cloudflare · Claude Code · Design to production, solo

AI & GENUI

Prompt architecture · LLM UX patterns · Eval-driven design · Agentic UX · Server-driven UI · Anthropic, OpenAI, Google, Vercel AI SDK

TOOLS

Figma · Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, XD) · Framer · Webflow · Shopify · WordPress

LEADERSHIP

Creative team building · Cross-functional partnership · C-suite collaboration · Hiring · Vendor management · Budget oversight

DATA & OPS

Google Analytics · GTM · Amplitude · A/B testing · Tableau · Asana · JIRA · Notion