

SOLOMON EVERSOLE

CREATIVE DIRECTOR

HIGHLIGHTS

- Omni-channel creative direction specializing in environmental/spacial design and guiding consumer behavior through engagement
- Creative and comprehensive brand visual development and alignment, from real-time experiences to digital look and feel
- Senior creative with proven ability in leading and mentoring internal, external and cross-functional creative partners

EXPERIENCE

GROW MARKETING
Executive Creative Dir.
San Francisco
Feb 2021 - Present

Building compelling and brand promotional experiential marketing campaigns and activations, designed to move consumer perception and inspire feeling. Comprehensive brand design wherever a brand wants to charm and inspire: Disruptive retail concepts, test and iterate pop-up shops, thought-leader conferences, out of the box tradeshow activations, digital events and consumer product launches.

CLIENTS: Google, Babyliss, Cast Jewelry, Dutchie, Kinder Care, REI x West Elm, Yelp, Gingko Bioworks, VettaFi, A16z, Mattel, AirBNB, Uber

MISTER EVERSOLE
Spacial Designer/
Creative Director
NY/LA/SF
Jan 2014 - Feb 2021

Contract environmental/spacial design and creative direction. From ideation to installation, distilled the unique characters of companies into the design and development of conferences, events, pop-ups, showrooms, advertising, tradeshow, and retail installations.

AGENCIES: Imprint Projects (LA/SF), Grow Marketing(SF), Brachfeld Group(LA), Lippincott (UK)

CLIENTS: Mattel, AirBNB, Uber, Swarovski, Sonos, Stitchfix, Everlane, Dropbox, Downtown Santa Monica, Dior, Eileen Fisher, 7 for All Mankind, Splendid, Chorus Meditation, Underground Museum.

AG JEANS
Acting Visual Director
Los Angeles, CA
Feb 2016 - Mar 2019

Enlisted to galvanize brand look and feel while aligning consumer experience in all physical environments with cross-pollination to digital platforms. Oversight of all brand environments: domestic, international, B2B, B2C.

- Oversight of omni-channel visual identities
- Managed internal and external creative teams and fabricators
- Environmental design for all physical consumer touch points, campaigns, and e-commerce
- Managed creative budgets reducing annual department spend by 54%

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7 FOR ALL MANKIND
Senior Visual Manager
Los Angeles, CA
Jun 2012 - Jan 2014

Instituted a retail environment strategy easing the buyer/product interaction and key brand messages for a 20 percent increase in overall sell-through year over year.

- Presented concepts to senior leaders and cross functional partners
- Oversaw all aspects of store creative and interiors for US retail
- Collaborated with third-party partners
- Led production and installation of special events in Los Angeles showroom
- Managed creative for all fabrication and installations

RANDOLPH DUKE
Creative Director
Los Angeles, CA
Jun 2011-Feb 2012

Created an accessible luxury concept and rebranding for this premium designer while overseeing production teams and makers, established accessory partnerships, the layering of 'cause marketing' relationships, and production of a runway presentation.

- Ideated and launched 'Randolph Duke SPF' Collection
- Oversaw new development, production and atelier staff
- Runway show, brand activation, atelier and event production
- Graphic identity and specialty piece design

HENRI BENDEL
Visual Manager
New York, New York
Jun 2009-Jun 2010

Principal in the development of a scalable, brand-right retail model that translated the iconic elements of the 5th Avenue flagship into new markets.

- Managed the US expansion into 6 US markets and renovated 10 existing environments
- Designed and produced retail identities, special installations, and graphic elements
- Built comprehensive training materials and conducted personnel development

TOOLS AND ASSETS

Adobe (Illustrator, Photoshop, InDesign, After Effects) proficient, Sketchup renderer, graphic designer, hands on fabricator, maker, painter, materials craftsman, people collaborator, ballet dancer, swimmer, dad

