

Martell Hasley

**Creative Director,
Experiential & Events**

Martell Hasley (He/Him)

Daly City, CA.

734.444.6011

mhasley2@gmail.com

www.mhdesignid.com

Professional Summary

Creative culture forward Director with 12+ years experience leading the creation, ideation, production and execution of award winning experiential events, Films, and Branded Experiences. Specializing in creating narrative filled environments and experiential installations for live & virtual audiences. Actively leading proposals and projects for fortune 100 brands at an industry leading experiential agency.

Professional Experience

Viva Creative / Creative Director / Strategist

01/2022 - PRESENT, ROCKVILLE, MD

Served as the lead creative responsible for the creative vision, strategic thinking, and team management of multiple experiential events for brands such as Honda, American Express, Volvo and New Profit. Provided strategy based design solutions for their events marketing & internal initiatives.

- Worked with producers and designers to produce engaging general sessions, dynamic exhibit booth displays and experiential activations that translated to both live and virtual audiences of 2K-30K attendees.
- Led creative on video and graphic content solutions such as a 4-part docu-series, virtual event platforms, photoshoots, interviews and social media assets.
- Directed the creative process from ideation through implementation producing timely deliverables that resulted in dynamic creative content and comprehensive experiences.
- Secured clients by leading creative proposals that generated effective designs aimed at exceeding clients marketing goals.

Uni. Verse Studio / Founder & Creative Director

06/2020 - 01/2022, DALY CITY, CA.

Created a multi-service creative agency aimed at connecting Black creatives and artists with high end companies such as Blavity Inc, Nike and the Academy of Art University to produce dynamic creative assets.

- Built inclusive operational structure and culture for startup leading to a worldwide network of artists.
- Selected to curate dynamic art exhibitions featuring art from 20+ renowned global artists for art gallery residencies SF Bay Area.
- Provided Creative Direction for editorial photoshoots that included interactive set design, and styling.
- Created platform branding identity, social media presence and digital marketing assets reaching 1000+ viewers daily.

Blueprint Studios / Lead Visual Designer

06/2017 - 06/2020, SOUTH SAN FRANCISCO, CA.

Established and elevated the profile and profitability of the internal creative department of this growing creative agency. Also served as lead designer within the 10+ person team producing top tier event solutions for clients like Google, Twitter, Facebook and Amazon.

- Designed & directed over 50 large scale corporate conferences, social galas, and experiential installations with a range of 2K-10K attendees.
- Promoted client retention by leading RFPs for clients such as Palo Alto Networks, Applovin and Disney
- Created streamlined processes for implementation of new Multi-Million dollar trade show products and systems leading to revenue & market expansion.
- Led the development of event guidelines, trend reports, and toolkits to support the sales and marketing teams.
- Directed concurrent complex programs by streamlining creative processes with production elements such as large format printing, custom fabrication, sourcing and on-site installation.

Film & Commercial / Production Designer

08/2014 - 07/2017, SAN FRANCISCO, CA.

- Created and executed designs that brought to life narrative based environments and characters for over 20 productions.
- Project managed dynamic productions with oversight of elements such as scenic fabrication, budget and staffing, graphic design, character development, and props and set decoration sourcing.
- Contributed to multiple film festival awards such as Sundance, LAIF, Lift Off Global, Auckland Int. and Cannes Short Film Corner.

Education

Academy of Art University / Master of Fine Arts

Production Design for Motion Pictures & Television

Lawrence Technological University / Bachelor of Science

Architecture and Design

Uptima Academy/ Program Certificate

Entrepreneurial Studies & Business Development

Career Highlights

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- Honda Battle of the Bands 2023
 - AfroTech Conference (Live & Virtual) 2018-2022
 - Sephora SLC Brand Fair (20+ Beauty Brands) 2017-2019
 - Twitter One Team Summit 2019
 - Amex GBT Pacesetters 2022-2023
 - Blindspotting: Sundance Festival Feature Film

Skills

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- Creative Direction
 - Creative Process
 - 3D Design & Rendering
 - Project Management
 - Proposals
 - Adobe Creative Suite
 - Creative Writing
 - Experiential Design