Joey Tadiar

Creative Director | Brand Leadership & Creative Production

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SUMMARY

Creative Director with over a decade leading brand identity and campaigns across tech and music. Built and ran my own agency, leading multidisciplinary creative teams and delivering work for global brands. Managed a $2M performance creative and PR budget for Warner Records × Bose. Built a 1.6M-follower community from scratch. Now builds generative AI systems for brands, from LoRA training to prompt libraries, with taste checked before anything ships.

EXPERIENCE

Morph

Creative Director

Promoted from Senior Visual Designer

Sep 2024 to Sep 2026

- Led a small creative team and owned creative direction and delivery across brand identity, website, social content, pitch decks and merchandise.
- Combined team management with hands-on production across 3D, video and illustration.
- Produced social content, motion graphics and event visuals, bringing generative AI tools into day-to-day creative production.
- Built an AI production system with a creative director agent that checked taste and design before anything went public. By the end, the whole content pipeline ran on it.
- Directed content for an X account with 700K followers, alongside Instagram and LinkedIn.

Kapsule Studios

Founder & Creative Director

Feb 2021 to Sep 2024

- Founded and led a creative agency delivering brand identity, content and digital products for global brands and artists.
- Built and managed multidisciplinary teams of 3D artists, designers and content creators across client engagements.
- Warner Records × Bose: Managed a $2M budget across performance creative and PR, from concept to delivery on an audio-visual collection featuring 3D characters, customised hardware and bespoke apparel.
- Degen Distillery: Delivered the full brand identity, visual language and website UI/UX for launch.

We Are The Noise

Content Lead

Feb 2015 to Jan 2021

- Built and ran a 1.6M-follower community from scratch across Facebook, Instagram and Twitter, focused on meme and electronic music culture.
- Monetised the community through festival and label partnerships, delivering digital content for Universal, Sony and Warner.

SELECTED CLIENTS

Warner Records, Universal Music, Sony Music, Bose, Polydor Records, Bitget Wallet, BPM Festival

CAPABILITIES

CREATIVE DIRECTION & STRATEGY

brand identity, art direction, campaign concepting, content strategy, social, pitch decks, merchandise, UI/UX, 3D and motion

GENERATIVE AI & BRAND SYSTEMS

LoRA training, style references, prompt libraries, AI image and video generation, scalable AI production systems with human review

AI & PRODUCTION WORKFLOWS

Claude, ChatGPT, Cursor, Higgsfield, ElevenLabs, HeyGen, Figma, Photoshop, Illustrator, Procreate, Blender, After Effects, Premiere Pro, Ableton

WRITING

copywriting, scripts and screenwriting, tone of voice, press releases, SEO, published children’s author

LEADERSHIP

building and managing creative teams, freelancer and client management, business development, pitching and presenting

EDUCATION

Professional Actor Training Program (certificate of completion), William Esper Studio, New York, 2010 to 2013

BA English Literature & Creative Writing (2:1), Brunel University London, 2007 to 2010