

Joey Tadiar

Creative Director & Brand Designer.

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Creative Director with over a decade leading brand and content work across music, tech and lifestyle. Built and ran my own agency delivering for Warner Records and Bose, and grew a 1.6M-strong community from scratch before that. Now working at the front of AI-assisted creative production, across generative workflows, 3D and video, with the judgement to know what still needs a human.

EXPERIENCE

Morph

Sep 2024 to Sep 2026

● Creative Director

Led a small creative team and owned all creative output across the business: brand, website, social content, pitch decks and merchandise. Set the direction and worked hands-on across 3D, video and illustration rather than briefing it out.

Directed content across a 700K X audience, Instagram and LinkedIn

Kapsule Studios

Feb 2021 to Sep 2024

● Founder & Creative Director

Founded and ran a creative agency working with global brands and artists on brand identity, content and digital product. Built and managed the team of 3D artists, designers and content creators on every engagement.

Warner Records × Bose: concept to delivery on an audio-visual collection featuring 3D characters, customised hardware and bespoke apparel.

Degen Distillery: full brand identity, visual language and website UI/UX for launch.

Warner Records × Bose collection: \$30M in trading volume

We Are The Noise

Feb 2015 to Jan 2021

● Content Lead

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

1.6M community built from zero

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

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

MA Acting & Screenwriting, William Esper Studio, New York, 2010 to 2013

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