

# VICTOR JOCHOA

vjochoa.com

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917.648.7981

## The Cooper Union for the Advancement of Science and Art

Bachelors, Fine Art 2010

### 2019 Silver Telly Winner

Campaign — Online Commercials

VRV Bumps

### 2019 Bronze Telly Winner

Craft — Promotional Video

VRV / NickSplat Hero Launch Spot

## Funimation

**Director of Creative Services** November 2019 - Present

- Oversee all global marketing and brand creative for omni-channel entertainment business: Streaming Service (SVOD/AVOD/OTT), Home Entertainment, Events/Experiential, eCommerce and Products, Linear Broadcast, Gaming, and Partnerships. Leading global identity rebranding and global consolidation under one brand. Leading creative in global expansion into new markets, most recently Mexico and Brazil.

## Ellation [WarnerMedia]

**Art Director** June 2017 - Present

- Leading an award-winning team of 8-9 designers, where we create assets for digital (mobile and web) and print, such as emails, paid ads, social assets, OOH assets, merchandise, etc.
- Managing and mentoring the design team to execute industry-leading design across all forms of digital and print media.
- Project manage the team using the platforms Breeze and Workfront (delegating workloads, assigning projects, tracking project status, etc.)
- Collaborate with key stakeholders across multiple teams such as marketing, business development, audience development, eCommerce, research, and events
- Develop the brand guidelines and design foundations for VRV and Crunchyroll

## Marvel Entertainment

**Lead Publishing Designer** January 2016 - May 2017

- Art-directed and designed for core Marvel Publishing business units and campaigns
- Designed logos for Star Wars, Spider-Man, Deadpool, and more
- Created for publications, event signage, and online

## The String Theory

**Freelance Illustrator** 2010 - 2017

- Illustrated for TV pitches, animation, documentaries, films, apps, and commercials

## HarperCollins Publishers

**Senior Graphic Designer** March 2013 - January 2016

- Art-directed and designed more than 300 books for Electronic Arts, PopCap Games, Blue Sky Studios, 20th Century Fox, Guinness World Records, DC Entertainment, and Lionsgate
- Managed a team of freelancers to create line looks, box sets, and other packaging materials
- Designed The New York Times Best Sellers "Paddington", "Divergent: Official Illustrated Movie Companion", "Kid President's Guide to Being Awesome"

## Scholastic

**Graphic Designer** December 2011 - March 2013

- Art-directed and designed children's books