

LAEMY
DARISMECONCEPT/
/CREATE


CREATIVE DIRECTION & DESIGN

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#bio #aboutme

I am a Haitian American multi-disciplinary Creative Director with a diverse background in design who moonlights as a Pokemon Master. My experience includes designing fortune500 experiential and live events, 360° brand marketing, music industry album campaigns, UXUI, etc.

Design, to me, is the intersection of communication and imagination. Only a madman could think pushing pixels on MS Paint at the age of 10 would introduce me to a world where I lead and empower talented individuals to create award-winning art.

I'm sure I can spend more characters describing why I am so awesome and how you should hire me right this second, but, let's be honest, all these bios sound pretentious. So let's hurry up and get to the good part and set up some time to chat!

VISIT

LAEMYDARISME.COM
BROOKLYN, NYC

EXPERIENCE
BRANDING
PRODUCT
DIGITAL
SOCIAL
UXUI

#history

THE LAB

2021-

Sr. Art Director

Led a team of designers, motion designers, and copywriters to create Tempur-Pedic and Stearns & Foster's social content.

Designed 360° national sales promo campaigns for Stearns & Foster from fall 2021 to present

Designed product launch campaigns for Stearns & Foster's Lux Estate Hybrid Mattresses

Developed A&B visual testing for various marketing campaigns

VIVA CREATIVE

2014-2021

Art Director

Developed the brand for MTV's Better Together: Mental Health Storytelling Summit and directed the product team to design the user experience

Designed an internal Apple Podcast platform, which hosts Pharrell Williams, Common, Ebro Darden, and more

Crafted Under Armour's 2019 Defy the Physics 360° brand campaign

Designed the virtual interactive crowd experience for the 2020 MTV VMA Music Awards

Designed 2021 Indeed Interactive's virtual user experience, featuring Gayle King, Matthew McConaughey, and more

Created the branding and UXUI for BET Celebrates HER, a standalone platform to honor incredible women of color

Managed a team to write, design, and prototype concepts for the 2020 and 2021 BET Awards

Designed 360° visual experiences for the first-ever Bloomberg Global Business Forum. Including graphic packages, bumpers, and branding for Bill Clinton, Emmanuel Macron, Tim Cook, and Justin Trudeau

Designed the brand and stage experience for the U.S. Africa Business Forum In New York, which hosted Barack Obama

FREELANCE

2011-

Creative Director

Developed and managed a team to brand and design Live Nation's Broccoli City Music Festival (2020-2022)

Created merchandise and album packaging for various music labels such as Def Jam, RCA, Empire, I Am Other, GOOD Music, and more

Designed and created advertising campaigns for the re-brand of the LA Chargers (NFL)

Designed promo & packaging for Def Jam & GOOD Music's 5x platinum single "Panda" by Desiigner