

Laemy Darisme Creative + Art Director

Laemy.info@gmail.com

Portfolio: Laemydarisme.com

Los Angeles, CA

240.988.4877

Me.

Creative Director with a foundation in graphic design and over 15 years of experience crafting forward-thinking, visually driven work shaped by curiosity for subcultures and lived experience. I start with people, creating work that evokes empathy while empowering teams to bring their perspectives into the process. My work spans global brand campaigns, artist marketing, festivals, livestreams, merchandise, user experiences, and digital platforms, and has been featured in The New York Times, Variety, Rolling Stone, Complex, Billboard, XXL, and CNN.

Work.

CREATIVE LEAD, GLOBAL HIP-HOP & R&B (SENIOR ART DIRECTOR)

AMAZON MUSIC | SEP. 2022–PRESENT

Drake's Warehouse | E-commerce & Merchandise

AUG. 2025

Co-conceived and led Drake's Warehouse, a first-of-its-kind 3D artist commerce experience within Amazon in partnership with the most streamed artist of all time Drake. Directed cross-functional teams across product, marketing, and agencies to launch an immersive world featuring archival and Amazon-exclusive merchandise. Projected to drive \$20M in revenue and earned organic artist promotion from Drake. Featured in Rolling Stone and Complex.

Rotation | Hip-Hop, R&B, and Afrobeats Global Rebrand

JUN. 2025

Led a cross-functional team to rebrand Rotation, Amazon Music's flagship global Hip-Hop, R&B, and Afrobeats franchise, and to develop original content. Built a scalable, artist-first brand system activated across OOH, livestreams, playlists, live experiences, and merchandise. Expanded the platform internationally, including Europe, and powered a Black Music Month campaign featuring exclusive original recordings from Rapsody, Leon Thomas, Erykah Badu, and Odeal, along with an artist-led podcast pilot, Rotation Direct.

Rolling Loud Miami | Festival Livestream Marketing

DEC. 2024

Directed agencies and cross-functional teams to design livestream marketing for Rolling Loud Miami 2024, Hip-Hop's largest music festival. Led creative across OOH, in-stream visuals, owned-and-operated placements, playlists, and social, reaching 5M+ viewers across Twitch and Prime Video, driving a 59% YoY increase in viewership, and earning 100+ press placements including USA Today and The Shade Room.

Kendrick Lamar's The Pop Out | 2024's Biggest Cultural Moment

JUN. 2024

Led art direction for Grammy Award-winning icon Kendrick Lamar's livestreamed concert The Pop Out, shaping campaign visuals and stage screen design. This moment became Amazon Music's highest-performing cultural activation YTD, generating 9.6M organic impressions, 823K organic Twitch views, and driving Amazon to trend nationally on X. The activation delivered meaningful lifts in brand favorability and fandom among Black and Gen Z audiences and earned widespread coverage from The New York Times, CNN, Rolling Stone, Variety, Complex, and more.

50&Forever | Cross Amazon Campaign Celebrating 50 Years of Hip-Hop

2023

Directed agencies and internal cross-functional teams to define the aesthetic vision for 50 & Forever, Amazon's global campaign commemorating the 50th Anniversary of Hip-Hop across Amazon Music and the broader Amazon portfolio. Established a culturally grounded, artist-first framework honoring Hip-Hop's Black origins and global influence. Directed agencies across experiential activations, livestreams, and a centralized digital hub spanning playlists, documentaries, and merchandise.

CREATIVE & DESIGN DIRECTOR

BROCCOLI CITY | NOV. 2019–PRESENT (CONTRACT)

Broccoli City Festival | Experiential + Brand Creative

2019–PRESENT

Built and led a multidisciplinary creative team to shape Live Nation's Broccoli City Music Festival. Directed brand identity across marketing, merchandise, stage visuals, signage, and experiential activations, partnering with agencies and vendors to deliver cohesive fan experiences. Since 2019, I've owned the festival's visual language, advised on talent booking and content strategy, and drove 510% growth in merchandise sales for D.C.'s largest cultural music festival (50K+ attendees). Featured in Rolling Stone.

SR. ART DIRECTOR

THE LAB | AUG. 2021–AUG. 2022

Tempur-pedic + Stearns & Foster | 360° Marketing + Advertising

2021–2022

Art directed a multidisciplinary team to rebrand Tempur-Pedic and Stearns & Foster, leading creative across social and integrated campaigns. Launched a new brand style guide, oversaw national sales promotions and product launches including the Lux Estate Hybrid Mattress relaunch, and introduced A/B visual testing that contributed to a 6000%+ increase in social impressions.

ART DIRECTOR

VIVA CREATIVE | NOV. 2014–AUG. 2021

Creative Agency | Pitch Decks to 360° Marketing

2014–2021

Led creative development across experiential, broadcast, and digital platforms for global brands and cultural institutions including Apple, OWN Network, MTV, BET, Bloomberg, and Indeed. Designed brand identities and immersive live and virtual experiences, including the interactive crowd environment for the 2020 MTV Video Music Awards, and delivered 360° campaigns for brands such as Under Armour and Major League Baseball.

Skills.

- Creative direction and concepting from brief to launch
- Hands-on cross-functional leadership across copy, marketing, and design
- Art direction across brand campaigns, products, and experiences
- Presenting and selling creative work to senior and executive leaders
- Cultural fluency across music, media, and emerging trends
- Navigating complexity and ambiguity in fast-paced environments
- Experience with immersive and evolving technologies (AI, AR, Tools, Etc.)

Laemy Darisme Creative + Art Director

Laemy.info@gmail.com

Portfolio: Laemydarisme.com

Los Angeles, CA

240.988.4877

Thank you.