

## DAVID JAMES HWANG

Executive Creative Director | Brand Strategy | UX/UI | Integrated Campaigns  
davidjameshwang@me.com

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### EXECUTIVE SUMMARY

Award-winning Executive Creative Director with deep experience leading brand strategy, UX/UI, and integrated creative systems across agency and in-house environments. Known for building high-performing teams and delivering cohesive, scalable brand experiences across SaaS, healthcare, education, entertainment, hospitality, sports, and real estate.

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### EXPERIENCE

#### *Hooray Agency | Executive Creative Director (2023–2025)*

Led brand strategy, UX, and social campaigns for hospitality clients. Directed digital/print production and video post-production workflows.

#### *Zozimus Agency | EVP, Executive Creative Director (2021–2023)*

Led senior creative teams at a top-ranked agency. Drove data-informed brand strategy, UX, and integrated campaigns across healthcare, education, hospitality, and finance.

#### *Savvas Learning Company | Director of Art, Animation & Gaming (2019–2021)*

Led a 20-person creative team producing educational content. Oversaw \$2M+ production and developed 24 Pre-K interactive learning games.

#### *H&Co. | Executive Creative Director (2015–2019)*

Directed brand strategy and UX across real estate and lifestyle clients. Built end-to-end identity systems and digital experiences.

#### *Optimis | Brand Director (2010–2014)*

Led \$25M creative portfolio spanning UX, product marketing, mobile apps, and event branding. Directed cross-functional digital initiatives.

#### *The Syndicate Designworks | Executive Creative Director (2006–2010)*

Led ESPN broadcast branding for Monday Night Football, NASCAR, and NBA Finals. Contributed to Emmy-nominated broadcast systems.

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### COLLABORATIONS

ESPN | NBC | Nike | Disney | ABC | FOX | HBO | DDB Worldwide | Hyundai | GM | Toyota | McDonald's | NFL Network | Pearson | Los Angeles Times and others.

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### CORE EXPERTISE

Creative Direction | Brand Strategy | UX/UI Design | Integrated Campaigns | Digital Transformation | Team Leadership | Content Strategy | Motion & Broadcast Design

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### TOOLS

Adobe Creative Suite | Figma | Cinema 4D | WordPress | Wix | MidJourney | ChatGPT | Claude | Figma Weave | Microsoft

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### RECOGNITION

AIGA | Communication Arts | Type Directors Club | Broadcast Design Association | AICP | Academy of Television Arts & Sciences

