

# Jacob Kemp

Chief Creative Officer + Brand Strategist

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## Professional Summary

Creative leader with 15+ years of experience leading high-impact design teams and developing innovative brand strategies for Fortune 500 companies and emerging startups. Expert in translating complex concepts into compelling visual narratives that build brand awareness and drive business results. Committed to delivering exceptional creative solutions that exceed client expectations and inspire audiences.

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## Key Skills

Creative Leadership	Creative Direction, Art Direction, Brand Strategy, Visual Communication, Design Systems, Teaching and Mentorship
Technical Skills	Adobe Creative Suite, Figma, InDesign, Photoshop, Illustrator, After Effects
Business Skills	Executive Leadership, Project Management, Client Relations, Team Building, Budget Management, Revenue Growth, Account Management
Specializations	Multimedia Production, Print Design, Digital Marketing, Web Design, Identity Systems, Motion Direction, Campaign Development, UI/UX Design

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## Professional Experience

### Founder + Chief Creative Officer, TALISMAN January 2021 – Present

Established and lead boutique creative agency specializing in strategic brand development and visual storytelling for international clients ranging from Fortune 500 companies to emerging startups.

- Lead international team of 22+ designers and creative professionals across multiple time zones
- Deliver innovative storytelling solutions including key art, brand identity, creative direction, illustration, and concept development
- Achieve 97% on-time, under-budget project delivery rate across 200+ client engagements
- Develop strategic creative campaigns that increase client brand awareness
- Create award-winning campaigns recognized by Graphis International and SPINE Magazine

Key Clients: Equinox Hotels, Pandora, Hermès of Paris, A. Lange & Söhne, The Public Theater, editors of *Rolling Stone* (Sean Woods + Paul Solotaroff), George Washington University, University of Maryland School of Public Policy, SXSW-Winner “Best Summer Ever,” Trinity Repertory Company, Everyman Theater, Milwaukee Rep

### Creative Director, Tajima Creative June 2016 – December 2020

Oversaw creative output and strategic direction while managing high-profile client relationships across luxury, entertainment, and lifestyle sectors.

- Expanded agency portfolio through strategic new client acquisition and relationship management

- Led creative vision and art direction for integrated marketing campaigns across print, digital, and multimedia platforms

#### **Senior Strategist + Designer, Tajima Creative Partners** January 2014 – June 2016

Senior-level role focused on elevating creative strategy and design execution across diverse client portfolio, with responsibility for new business development and design leadership initiatives.

- Spearheaded cross-functional design teams, improving project efficiency and reducing production costs
- Enhanced creative output processes, reducing project turnaround times and boosting team productivity

#### **Strategic Designer, Sweet Dog Studio** Fall 2006 – December 2013

Entry to mid-level design role supporting senior team members on diverse client projects while developing core competencies in brand development, typography, and production workflows.

- Collaborated with senior design team on brand consistency and superior design quality across client campaigns
- Enhanced efficiency by streamlining typesetting processes, resulting in 40% reduction in project turnaround time
- Assisted in conceptualization and execution of client campaigns

#### **Mentorship Program, John Sabel – Former EVP Creative Print, Walt Disney Co.** 2014 – 2019

- Developed advanced creative leadership strategies and enhanced project management capabilities with mentor
- Gained comprehensive insights into large-scale print production workflows and editorial processes
- Applied mentorship learnings to improve creative methodology and develop executive-level strategic thinking

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## Education

### **Bachelor of Arts, Yale University**

Cum laude, with Distinction in the Arts

Louis S. Gimbel Jr Scholarship

Yale Trust of Boston Scholar

Glenn de Chabert Prize

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## Awards + Recognition

### **Graphis International 2023 Competition**

Gold Award, Design

Gold Award, Advertising

### **15th Annual Solas Awards**

Silver Grand Prize for “The House Within”

### **SPINE Magazine**

“Designers to Watch” Series

### **PENJI**

Best Websites without Code

### **DataxDesign**

Shortlist Honoree

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## Teaching Experience

### Guest Lecturer

Columbia University  
Arts Management Master's Program  
Parsons School of Design  
Motion Design Department  
New York University  
School of Professional Studies

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## Media Features + Interviews

[Communication Arts](#)

[It's Nice That](#)

[SPINE Magazine](#)

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## References

John Sabel

Former EVP Creative Print, Walt Disney Co.

Paul Solotaroff

Contributing Editor, *Rolling Stone Magazine*

Samantha Irwin

Former General Manager, Hearst Publishing

*Reference contact information available upon request*