

Jonas Woods

ART DIRECTOR · CREATIVE DIRECTOR

Ventura, California

jonas@jonas-woods.com · (805) 603-8863

jonas-woods.com

[linkedin.com/in/jonaswoods](https://www.linkedin.com/in/jonaswoods) · [@jonaswoods](https://www.instagram.com/jonaswoods)

Sixteen years directing photography and video shoots — and *every job on the set I run.*

CREATIVE DIRECTION

Creative Director Ethnomedigroup / Ethnomedica — Santa Barbara & remote	Leads marketing and the art department for a consumer product line. Brand identity and visual system; packaging, labels and print production; e-commerce on WordPress, WooCommerce and Shopify; paid campaigns on Google Ads and Meta. Directs product and lifestyle photography end to end.	2018 — PRESENT
Creative Director of Marketing The Younger Brothers Trading Co. — contract	Sole organiser and content creator for every trade show and event the company ran. Booth and banner design, collateral, product packaging, photography, videography and on-site production — including two consecutive international shows.	2018 — 2023
Marketing Lead / Creative Director Fabricmate Systems, Inc. — Ventura	B2B product marketing. Multi-SKU e-commerce direction across several sites; email campaigns; online advertising; social and influencer work; package design and print production. Art directed and shot the product photography.	2022 — 2024
Creative Director · Videographer Darvik Productions — Ventura	Creative direction and video production for corporate, promotional, commercial and live-event work. Concert and festival camera. Built, installed and programmed LED video wall systems; ran show controllers, staging and event lighting.	2010 — 2019
Director · Videographer · Editor The J-Wro Show — Jason Wrobel, Cooking Channel host	Several hundred recipe videos and vlogs, plus the channel's graphic art, for a YouTube show fronted by a television host.	2012 — 2014
Photography, video & campaigns Bogue Milk Soap	Photo and video content, graphic design, and the marketing campaigns built on top of them. Set up and monitored the ad spend.	2023 — PRESENT

LIVE PRODUCTION, EVENTS & TRADE SHOWS

Robby Krieger & Scott Medlock Invitational for St. Jude	California	2010–19 · TEN CONSECUTIVE YEARS
Boots & Brews Country Music Festival	Ventura · Burbank · Santa Clarita	2012–19 · EIGHT CONSECUTIVE YEARS
Tequila & Taco Music Festival	Simi Valley · Ventura · LA · San Diego	2016–19 · FOUR CONSECUTIVE YEARS
UCSB X Extravaganza	Santa Barbara	2017–19 · THREE CONSECUTIVE YEARS
Beautycon LA	LA Convention Center — camera for L'Oréal Paris	2016–18 · THREE CONSECUTIVE YEARS
Silverlake Conservatory of Music gala	Los Angeles — with Stevie Wonder	DECEMBER 2010
Natural Products Expo East	Baltimore — LED build, camera, A/V for presentation	SEPTEMBER 2012
Natural Products Expo West	LA Convention Center — LED build, camera, A/V	MARCH 2013

Tobacco Plus Expo	Las Vegas Convention Center — banners, backdrops, capture	2013
Economic Forecast Conference	California — video operator, audio, edit	2017
Alternative Products Expo	Fort Lauderdale — booth design, talent direction, show ops	MARCH 2022
Plaza Mayor	Medellín, Colombia — booth design, talent direction, show ops	MAY 2022

Across these: camera operator · show controller and switcher · LED wall construction and mapping · video graphics · booth design · promotional graphics · videographer · director for on-camera talent · manager for show operations and workflow.

CAMERA OPERATOR — FEATURED ARTISTS

Stevie Wonder	Sebastian Bach Skid Row	Danny Seraphine Chicago	Anderson .Paak	DRAM
Alice Cooper	George Thorogood	/ CTA	Charli XCX	Zella Day
Jerry Cantrell Alice in Chains	Jack Black Tenacious D	David Sikes Boston	Thundercat	Twin Peaks
Alex Lifeson Rush	Lita Ford The Runaways	Brett Scallions Fuel	ScHoolboy Q	Maudlin Strangers
Gene Simmons KISS	Cherie Currie The Runaways	Ronn Moss Player	Odesza	Randy Houser
Tommy Thayer KISS	Orianthi	Terri Nunn Berlin	Flo Rida	Easton Corbin
Richie Sambora Bon Jovi	Jonny Lang	Adrian Young No Doubt	Rae Sremmurd	Eric Paslay
Robby Krieger The Doors		Steve Molitz Particle	Tinashe	Maddie & Tae
		Big Bad Voodoo Daddy	Dillon Francis	Rainn Wilson The Office

IN THEIR WORDS

“Our exclusive organizer and content creator for all our trade shows and events... a professional creative director. He has a way of motivating and inspiring on-camera talent and other creative production teams.” PETER WHITNEY · CEO, THE YOUNGER BROTHERS TRADING CO.	“A reliable, hardworking and intelligent director who also commands a high-level knowledge of multimedia and marketing.” JASON WROBEL · COOKING CHANNEL HOST, THE J-WRO SHOW	“Over 7 years... we continue to hire Jonas for all of our video production needs — video editing, content development, marketing campaigns, and event production.” VICTOR G. ORTIZ · SALES MANAGER, DARVIK PRODUCTIONS	“High-quality marketing campaigns that generate sales leads and phone calls that often result in new sales.” SUSAN BOGUE · OWNER, BOGUE MILK SOAP
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STAFF ROLES · TEAMS LED · EDUCATION · TOOLS

Staff. Digital Lab Supervisor, Ventura College Media Arts, 2024–2026 · Videographer, Ultimate Superfoods, 2012–2013 · Graphic Designer, Kretek International, Moorpark, 2012–2013.

Teams led. Four graphic designers · three photographers · three web developers · two video editors · one camera operator, across alternating campaigns. Production teams of four to ten on shoot days.

Education. BA Strategic Communications, California Lutheran University — in progress, exp. May 2027. Ventura College: AS-T Business Administration (2026) · AA-T Economics (2026) · AS Digital Marketing (2025) · AA General Studies, Arts & Humanities (2025) · AA General Studies, Liberal Studies (2025) · Certificate, Social Media Marketing (2025). GPA 3.44 · Dean's List Fall 2025, Spring 2026.

Certifications. Apple Certified · Adobe Certified · Studio Production and Multimedia, Ventura Technical Development Center.

Tools. Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Lightroom · Acrobat Pro · Canva · WordPress · WooCommerce · Shopify · Mailchimp · Google Ads · GA4 · Meta Business Manager · SEO · large-format print production · show controllers · LED wall mapping · 35mm film and darkroom printing · Spanish, conversational.