

Jonas Woods

ART DIRECTOR · CREATIVE DIRECTOR

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Art director and creative director with sixteen years directing photography and video shoots for consumer and B2B brands. Leads production teams of four to ten and directs on-camera talent. Owns campaigns end to end — concept, art direction, shoot, retouch, packaging, print production, e-commerce and paid media — and can operate every position on the set, from camera to final layout. Ten years of live event and trade show production, including international shows.

PROFESSIONAL EXPERIENCE

Creative Director

2018 — Present

Ethnomedigroup / Ethnomedica — Santa Barbara, CA and remote

- Lead marketing and the art department for a consumer product line across eight years and multiple product launches.
- Direct product and lifestyle photography end to end — concept, casting, shot list, set, capture, retouch and layout.
- Built and maintain the brand identity and visual system; art direct packaging, labels and print production across the range.
- Design, build and run e-commerce on WordPress, WooCommerce and Shopify; manage paid campaigns on Google Ads and Meta.
- Direct a branded video series, from concept and typographic system through colour and final edit.

Creative Director of Marketing

2018 — 2023

The Younger Brothers Trading Co. — contract

- Sole organiser and content creator for every trade show and event the company ran, over five years.
- Directed on-camera talent and creative production teams on location, including two consecutive international shows in Fort Lauderdale and Medellín, Colombia.
- Art directed booth and banner design, marketing collateral and product packaging; shot the photography and video.
- Managed show operations and production workflow on site.

“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

Marketing Lead / Creative Director

2022 — 2024

Fabricmate Systems, Inc. — Ventura, CA

- Led creative for a B2B manufacturer where the buyer is a business and creative is measured against a sales number.
- Art directed and shot the product photography; directed package design and print production.
- Directed multi-SKU e-commerce across several sites — layouts, themes and campaign landing pages.
- Ran email campaigns, online advertising, and social and influencer programmes.

Creative Director / Videographer

2010 — 2019

Darvik Productions — Ventura, CA

- Creative direction and video production for corporate, promotional, commercial and live-event clients across nine years.
- Camera operator for concerts, festivals and live entertainment; see selected artist credits below.
- Built, installed and programmed LED video wall systems; operated show controllers, staging and event lighting.
- Coordinated staging crews and technical teams through load-in, show and load-out.

“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

Director / Videographer / Editor

2012 — 2014

The J-Wro Show — Jason Wrobel, Cooking Channel host

- Directed, shot and cut several hundred recipe videos and vlogs over two and a half years, plus the channel's graphic art.

Photography, Video and Campaigns

2023 — Present

Bogue Milk Soap — contract

- Photography, video and graphic design for a consumer brand; built and monitored the ad campaigns behind them.

“High-quality marketing campaigns that generate sales leads and phone calls that often result in new sales.” — Susan Bogue, owner

Digital Lab Supervisor

2024 — 2026

Ventura College, Media Arts Department — Ventura, CA

- Ran a high-volume digital production lab; managed a production team of four to ten.
- Large-format print production for banners, signage and specialty media; colour calibration and print quality control.
- File preparation and troubleshooting for layout, resolution, bleed and colour accuracy; advanced Adobe support for students and faculty.

Videographer · Graphic Designer

2012 — 2013

Ultimate Superfoods and Kretek International — Moorpark, CA

- Video editing and graphic design across two sister companies; trade show graphics and on-site capture.

LIVE PRODUCTION, EVENTS AND TRADE SHOWS

Ten consecutive years on the **Robby Krieger & Scott Medlock Invitational for St. Jude** (2010–2019) · eight on **Boots & Brews Country Music Festival** (2012–2019) · four on **Tequila & Taco Music Festival** (2016–2019) · three on **UCSB X Extravaganza** (2017–2019) · three at **Beautycon LA**, LA Convention Center, on camera for **L'Oréal Paris** (2016–2018) · the **Silverlake Conservatory of Music** gala with **Stevie Wonder** (2010) · **Natural Products Expo East and West** (2012–2013) · **Tobacco Plus Expo**, Las Vegas Convention Center (2013) · **Alternative Products Expo**, Fort Lauderdale and **Plaza Mayor**, Medellín, Colombia (2022).

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

SELECTED ARTIST CREDITS — CAMERA OPERATOR

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

EDUCATION

Bachelor of Arts, Strategic Communications — <i>in progress</i> , California Lutheran University	expected May 2027
Associate in Science for Transfer, Business Administration — Ventura College	2026
Associate in Arts for Transfer, Economics — Ventura College	2026
Associate in Science, Digital Marketing — Ventura College	2025
Associate in Arts, General Studies: Arts & Humanities — Ventura College	2025
Associate in Arts, General Studies: Liberal Studies — Ventura College	2025
Certificate, Social Media Marketing — Ventura College	2025
Cumulative GPA 3.44 · Dean's List, Fall 2025 and Spring 2026	

CERTIFICATIONS

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

SKILLS AND TOOLS

Art direction: photography direction · video direction · directing on-camera talent · casting · shot lists · set direction · campaign conceiving · brand identity and visual systems · typography · packaging and label design · print production · large-format output · retouching and colour.

Production: camera operation · lighting · live multi-camera · show controllers · LED wall construction and mapping · video editing · motion graphics · 35mm film and darkroom printing.

Software: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Acrobat Pro · Canva · WordPress · WooCommerce · Shopify · Mailchimp.

Marketing: Google Ads · Google Analytics / GA4 · Meta Business Manager · SEO · e-commerce merchandising · email campaigns · influencer programmes.

Languages: English; Spanish, conversational.