

# TOPHER ORIEL

HE/HIM | INFP | LOS ANGELES & ORANGE COUNTY, CA  
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PORTFOLIO: [TOPHERORIEL.COM](https://topheroriel.com)



A goal-oriented creative professional and with 8+ years of invaluable hands-on experience in agency and marketing/production settings relating to creative direction, photography and graphic design. Seeking opportunities focused on art direction and brand marketing/development to produce memorable visual experiences. Open to relocation.

## EXPERIENCE

### SENIOR DESIGNER

**Integrated Content Agency (2023-Present) | Orange County, CA**

Creative lead in an agency/client-based environment, designing pitch decks and presentations to mainstream media's top brands and content creators to help develop and execute successful Twitch content & media strategies

### ART DIRECTOR/SENIOR DESIGNER

**Allied Esports (2017-2023) | Los Angeles, CA & Las Vegas, NV**

- Collaborated with the marketing director to cultivate the creative department as the lead designer since the company's inception, developing an in-house team of various artists, editors and writers to slash agency costs and produce homegrown, high quality digital/physical content to all project proposals and marketing initiatives
- Led creative direction for HyperX Arena Las Vegas branding, strategizing with the inputs of the HP/HyperX executive team and our company stakeholders on how to best represent the voice of this partnership, resulting in developing a brand that has given the esports/gaming industry a home and footprint on the Las Vegas Strip for the last 5 years
- Developed a portfolio of over 15 gaming and lifestyle brands under the company's umbrella, overseeing the development of production packages, event activations and merchandise to ensure a unified voice across broadcast and in-person experiences
  - **Highlight:** Supervised creative production alongside the showrunner for Elevated Seasons 1 & 2 (Presented by Progressive), gaining over 12+ Million views in its second season and nominated as "Best Brand of the Year" for the 2023 Tempest Awards
- Designed presentations for client outreach, mocking up personalized visuals for activation opportunities/strategy for vendors to maximize event experiences at our properties and ensure high satisfaction rates to further develop positive business partnerships

### CONTENT PRODUCER

**House of Designers Agency (2016-2017) | Orange County, CA**

- Developed designer-based content under a creative agency to produce digital campaigns for multiple clients and coordinated all copywriting and posting schedules across different platforms to make sure said campaigns went out consistently in a timely manner
  - **Highlight:** Increased digital presence for Zenna Tires, boosting from 1-2 weekly posts to daily posts by engaging directly with the drifting community and highlighted customer reviews that resulted in a 30% increase in social following during Summer 2017
- Assisted the production team as a videographer and editor for agency-based marketing content, email blasts and newsletters

### PRODUCTION ASSISTANT

**Verite Entertainment (2015-2016) | Los Angeles, CA**

- Coordinated production and post-production workflow for various studio and voiceover projects
- Maintained social media activity with behind-the-scenes updates and memes to maintain social engagement
- Lead Video Editor and Producer for the Verite Voiceover department's web series, "Talking Voices," a short-form video series focusing on voice actors and the voiceover industry

## ACHIEVEMENTS

**2023: Tempest Awards** | Best Brand of the Year (Elevated)

**2019: Fast Company** | Most Innovative Company (Allied Esports)

**2018: Tempest Awards** | Venue of the Year (HyperX Arena)

## EDUCATION

**CSU FULLERTON**

**B.A., Photocommunications, Art Minor**

2012-2016; Graduated Magna Cum Laude

## SKILLS/EXPERTISE

Creative Direction, Studio Photography & Retouching, Visual Storytelling, Brand Design & Development, Typography

## INTERESTS

Streetwear, Fitness, Analog Media, Skateboarding, Gaming, Tabletop RPGs, Anime & Comic Conventions, Pro Wrestling