

Roshawn Allen, Creative Director / Brand Strategist

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PROFESSIONAL SUMMARY

Award-winning Creative Director with 10+ years leading design and brand strategy across entertainment, fashion, and tech. Proven ability to bridge art, technology, and culture, driving engagement, funding, and audience growth for high-profile brands and creators. Expert in brand systems, storytelling, and cross-platform campaign execution with a focus on emotional connection and measurable impact.

SELECT HIGHLIGHTS

- RIAA Double Platinum & Gold Awards for creative direction and visual design.
- Led 100+ brand and product launches across tech, fashion, and entertainment sectors.
- Increased eCommerce revenue by 30% through UX/UI redesign and brand alignment.
- Developed pitch materials and brand assets that secured multi-million dollar funding rounds.
- Specialist in visual storytelling, 3D design, and AI-enhanced creative workflows.

PROFESSIONAL EXPERIENCE

TURESTRL, Inc. Creative Director / CEO

Los Angeles, CA | June 2010 - Present

- Founded a multi-disciplinary creative studio specializing in branding, digital products, and immersive experiences.
- Designed high-impact UI systems, motion assets, and onboarding flows for 100+ client projects.
- Built cross-functional design frameworks aligning business goals with cultural storytelling.
- Mentored designers and managed creative operations across distributed teams and budgets.

Baron Davis Enterprises Creative Director

Santa Monica, CA | May 2017 - April 2025

- Directed visual strategy across digital platforms, brand decks, and product launches.
- Developed investor materials that supported multi-million dollar tech funding initiatives.
- Oversaw system-level improvements for remote creative collaboration and content quality.

Hearts Pure by Angela Renee White (Blac Chyna) Graphic/Web Designer

Calabasas, CA | Feb 2022 - Apr 2023

- Revamped full e-commerce platform, improving engagement by 20% and sales by 30%.
- Built cohesive visual identity and marketing system across digital and social media.
- Implemented brand guidelines ensuring consistency across web and media assets.

Island Def Jam Group Creative Director

Los Angeles, CA | Aug 2014 - Jan 2017

- Led brand and design strategy for multi-platinum artists under Def Jam Records.
- Designed RIAA-certified cover art for Jeremih's "Planez" (2× Platinum).
- Delivered cohesive brand campaigns across digital, merchandise, and experiential activations.

Succezz by B & V Creative Lead (Creative Direction, E-commerce & Apparel)

Chicago, IL | 2008 - 2013

- Led all creative direction across events, apparel, and retail marketing.
- Designed event flyers and promotional materials that consistently drove store traffic.
- Shot and edited all product photography; organized assets for web and social use.
- Built and managed the webstore; monitored inventory and optimized listings, increasing sales by 200%.
- Designed boutique apparel collections aligned with brand and community culture.

EDUCATION

Columbia College Chicago Bachelor of Fine Arts (BFA), Visual Communication Design (2011)

SKILLS & TOOLS

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Cinema 4D, Blender, Unity, Webflow, Figma, Spark AR, RunwayML, Daz 3D, Asana, Trello, Google Workspace