

Roshawn Allen

Creative Director | Brand Design Lead | Senior Graphic Designer

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EXECUTIVE PROFILE

Creative director and multidisciplinary brand designer with 10+ years leading identity, campaign, web, ecommerce, pitch, packaging, and content systems for entertainment, beauty, fashion, tech, athlete-led, and founder-led brands. Known for turning loose ideas into premium visual systems, conversion-ready digital experiences, and cultural brand worlds that clients can launch, scale, and sell.

SELECTED IMPACT

- Directed brand, ecommerce, packaging, Shopify UX, and conversion copy for Hearts Pure, with monthly revenue cited as growing from roughly \$5K to \$21K after rebuild and launch improvements.
- Created entertainment campaign and motion assets connected to RIAA Platinum / Gold music work, building visuals designed to travel across platforms and culture.
- Built Turestrl Inc. as a working design firm and original IP platform spanning services, commerce, web systems, pitch decks, apparel, events, and visual world-building.
- Developed brand and content systems for founders, artists, athletes, and organizations including Baron Davis, Angela White, Hulu, Def Jam, Island Def Jam, Create Music Group, Flighthouse, Black Santa, and BIG.

EXPERIENCE

Turestrl Inc.

Founder, Creative Director & Brand Systems Lead | 2010-Present

- Lead creative direction across brand identity, web design, Shopify UX, pitch decks, packaging, cover art, event assets, apparel, product concepts, and original IP.
- Translate early-stage ideas into complete brand systems: positioning, identity, copy, art direction, launch assets, website structure, and conversion paths.
- Built a public design-firm platform that demonstrates creative direction at system level across services, archive, commerce, visual language, and original IP.
- Partner with founders and culture-led teams to clarify offer, audience, story, and execution so the work can move from concept to market.

Hearts Pure Cosmetics

Creative Director, Brand & Ecommerce Experience | 2022-2023

- Rebuilt the DTC beauty experience from identity and packaging through Shopify UX, product hierarchy, cart clarity, and conversion copy.
- Unified logo, packaging, product imagery, site media, and mobile purchase flow into a premium commerce system.
- Clarified value propositions, product education, trust cues, and checkout decisions to reduce hesitation at key buying moments.
- Supported revenue movement cited from roughly \$5K to \$21K/month after rebuild and launch improvements.

Baron Davis Enterprises / SLIC

Brand Experience & Content Designer | 2017-2025

- Developed brand experiences, product-launch content, and digital materials for athlete-led sports, entertainment, and culture ventures.
- Partnered across fast-moving founder, product, and creative needs where story, polish, and speed mattered.
- Shaped content and visual systems to support onboarding, launch storytelling, and premium brand presentation.

OpenAI via Handshake AI

AI Content & Occupational Reviewer | 2025-Present

- Evaluate complex professional tasks across industries for AI model training and content quality.
- Review outputs against structured frameworks, privacy standards, intellectual property expectations, and task intent.
- Deliver analytical feedback that strengthens clarity, usefulness, reasoning quality, and domain alignment.

Island Def Jam

Digital Content Lead | 2014-2017

- Led digital content initiatives for music, merchandise, subscription, and campaign experiences.
- Maintained brand, legal, and platform alignment across digital properties and culture-facing releases.
- Supported entertainment content systems designed for speed, visibility, and audience clarity.

CORE CAPABILITIES

Creative Direction / Brand Strategy / Brand Identity / Senior Graphic Design / Art Direction / Web Design / Shopify UX / WordPress / Ecommerce UX / Pitch Decks / Packaging Design / Campaign Systems / Motion Graphics / UX Writing / Content Strategy / AI Evaluation / Adobe Creative Suite

SELECTED CLIENTS

Baron Davis / Angela White / Jeremih / Lil Durk / Jamie Foxx / Hulu / Def Jam / Island Def Jam / Create Music Group / Flighthouse / Black Santa / BIG

POSITIONING

Creative leader for entertainment, beauty, fashion, tech, ecommerce, founder-led brands, athlete-led ventures, and culture-facing campaigns.