WESLEY PARRISH

Creative Director

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Senior Creative Director, 25 years building and scaling consumer brands and the systems that produce them. Most teams choose between a seasoned eye and modern speed; I bring both, pairing judgment built over decades with AI depth usually found only in young creatives, to produce campaigns at a fraction of the usual time and cost. I set the visual standard, lead the team, and ship the build: up-leveling the operational systems as we go. Recent work took a DTC storefront (saeadesigns.com) from 0.52% to 1.19% conversion and lifted average order value 49%.

EXPERIENCE

Creative Director | Saea Designs, San Diego, CA

NOV 2025 – PRESENT

- Rebuilt a stock Shopify theme into a custom Liquid code storefront: conversion rate 0.52% to 1.19% (2.3x), average order value +49% on unchanged prices, and revenue per session 2.4x, all in under two months.
- Designed two distinct product-page templates, a blog template, cart interaction, and a rebuilt mobile menu system; mobile now carries 64% of sessions, up 34%.
- Refined brand voice, on-page copy, and brand storytelling; directed the creative production team end-to-end across studio photography and AI-generated imagery, and built custom paid-social landing pages for Meta Ads that lifted ROAS ~2.5x and cut CPC ~70%.
- Led junior designers in rebuilding the email program in Klaviyo, replacing stock Shopify emails with custom flows and templates: open rate 18% to 44%, click rate 1% to 6%.
- Built SOPs and brand standards as markdown instruction sets for teams working with large language models, holding quality and voice consistent across the team regardless of who executes.

Founder & Creative Director | Wes Visions Studios, San Diego, CA

2009 – PRESENT

- Independent creative direction for consumer brands, festivals, and small businesses including Joshua Tree Music Festival, Keyfax New Media, and Chocolita Chocolate; retained by repeat clients for 5 to 25 years, several through multiple relaunches.
- Delivered full brand systems for hundreds of small businesses: strategy, USP and voice, logo, website, print, packaging, apparel, and email, typically taking a client from concept to launched storefront in 2 to 4 weeks.
- Ran a portrait and street photography practice end-to-end: agency model casting, wardrobe, storyboarding, and location shoots, directing full apparel campaigns from mood board to final edit.

Creative Director / Web Department Lead | Mad Catz Interactive, San Diego, CA

2012 – 2013

- Rebuilt e-commerce across a five-brand house (Mad Catz, Cyborg, Saitek, Tritton, Eclipse) and repositioned it from product catalog to lifestyle content platform; grew site conversion ~35% and cut bounce rate on brand pages ~25% within the first two quarters post-launch.
- Managed four developers and directed outside contractors including a UK 3D animation studio; delivered a custom storefront on an enterprise platform (NetSuite) with no native CSS support, cutting new-product launch page turnaround from ~3 weeks to under 5 days.
- Built a content architecture that sales, product, packaging, animation, and web all published into; drove 39 issues of editorial and 11 athlete-profile series across departments, lifting average session duration ~40% and returning-visitor rate ~30% over 18 months.
- Conceived, cast, funded, and directed the lifestyle photography campaign that became the brand's visual language and wrote the campaign line; assets ran across web, print, retail, and trade-show, reused across 4 channels at zero added shoot cost.
- Launched an apparel storefront on Shopify in one weekend, opening a direct-to-consumer merchandise channel that generated first-year trade-show and online sales the events team had no way to capture before.

Art Director, Digital Music Division | Yamaha Corporation of Japan

(via Keyfax New Media, ongoing 25-year relationship)

2001 – 2009

- Built product websites, community platforms, and launch campaigns for Tenori-on, Motif, Motif ES, AW16G, 01X, and S90, establishing one visual language across every surface an owner touched.
- Created the Motif launch environment around owner support and community rather than spec sheets, giving buyers a reason to return after the sale; Yamaha reported the launch exceeded sales projections by $6 million.
- Produced DVDs, trade-show displays, email campaigns, apparel promotions, and product packaging, extending one campaign identity across digital, print, and physical retail.

Web Production, Nike.com Storefront | Nike Inc.

2005 – 2006 · CONTRACT

- Built and coded HTML email campaigns for Niketown.com and upgraded the existing email template system for faster campaign production.
- On my own initiative, redesigned the storefront eCatalog layout; it lifted engagement on featured product showcases and was adopted as the company standard for all subsequent eCatalogs.

Earlier

- Creative Director, international album launch campaign, Marine Parade Records: concept, art direction through third-party agencies, viral video series, and film teams.
- Founder, Creative Director & CMO, EMRG+N+SEE: three-day underground music and arts festival, eight years. Branding, logo, and all website design.
- Founder & Editor, I AM A LASER: Los Angeles music publication and monthly event series at Club Nokia and the Henry Fonda Theatre. Booked and showcased electronic and beat-scene artists before their breakout, including Grimes, The Glitch Mob, and TOKiMONSTA; directed event photography.
- Creative Director & Photographer, Phoenix Rising Designs and Symbolic Socks: apparel campaigns from mood board to final edit, including model casting, styling, and photography.
- Art Director, Joint Solutions Marketing (Novell, Adobe Systems).

S K I L L S

CREATIVE DIRECTION

Brand identity and systems, art direction, photoshoot direction, casting and styling, campaign development, copywriting, creative operations, mentoring junior designers.

DESIGN

Adobe Photoshop, Illustrator, InDesign, print and packaging production, typography, apparel.

DIGITAL

Shopify and Liquid, WordPress, HTML/CSS, Klaviyo, Astro, e-commerce UX/UI, mobile-first design, SEO, Google Analytics, Google Workspace, AI-assisted production (Claude Code).

E D U C A T I O N

B.A. Fine Arts

University of California, Santa Cruz