

MIKE SEGAWA

Creative Director | Growth, Brand & Performance Creative

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PROFESSIONAL SUMMARY

Creative Director with 20+ years of experience building brands, launching products, and driving growth across entertainment, CPG, and emerging consumer categories. Combines high-level strategy with hands-on execution—developing performance-driven creative across retail, e-commerce, and digital channels. Proven ability to translate creative vision into business outcomes, from securing retail placement and leading IP partnerships to optimizing campaigns for engagement and conversion.

WORK EXPERIENCE



PEPPERMINTONE | Director of Marketing & Creative (2024–Present)

Lead brand, product, and go-to-market strategy for emerging CPG and consumer brands across food, pet, automotive, and lifestyle categories—bridging creative, commerce, and business development.

- Own product positioning and go-to-market from concept to retail launch, driving early revenue and securing 5 store placements.
- Develop and execute integrated campaigns across digital, retail, and experiential channels to drive measurable engagement and conversion.
- Generate buyer interest and early retail opportunities through targeted outreach and sales-driven creative.
- Lead IP-driven product partnerships (Warner Bros., Netflix), supporting large-scale campaigns with projected reach of ~50M.
- Build sales tools (sell sheets, decks, retail programs) that support buyer outreach, account acquisition, and distribution growth.
- Collaborate cross-functionally across creative, product, and sales to ensure brand strategy directly supports revenue objectives.
- Step into hands-on execution when needed—refining packaging, campaign assets, and digital experiences to ensure clarity, cohesion, and performance.



BEAUDRY INTERACTIVE | Art Director, Visual Experience Design (2017–2025)

Led creative strategy and experiential design development for immersive, location-based entertainment environments.

- Directed interactive guest experiences and game-based activations for clients including SeaWorld and Carnival Cruise Line.
- Developed RFP proposals and executive presentations that supported new business acquisition and client growth.
- Defined company brand identity and led marketing initiatives across trade shows, digital presence, and business development materials.
- Launched and managed company website to improve visibility and support inbound opportunities.
- Delivered award-winning projects that boosted guest engagement and supported client acquisition.



D23 – THE DISNEY COMPANY | Art Director + Graphic Artist (Contract) (2015–2017)

- Designed environmental graphics and large-scale visual systems for D23 Expo events.
- Developed promotional assets and marketing collateral supporting membership growth and event engagement.
- Collaborated cross-functionally to deliver cohesive attendee experiences at scale.



JAKKS PACIFIC | Package Designer, Tolly Tots Division (2012–2013)

- Led packaging design for licensed brands including Disney, Fisher-Price, Rubik's, and Safety 1st.
- Designed retail displays and POP systems supporting national product launches.
- Managed overseas production workflows with Hong Kong manufacturing partners.
- Directed packaging prototypes, photoshoots, and asset development pipelines.



WALT DISNEY IMAGINEERING | Concept Designer / Art Director (2009–2012)

- Developed high-concept design presentations for international resort properties.
- Contributed to immersive environment concepts for Tokyo DisneySea.
- Collaborated across disciplines to integrate storytelling, branding, and guest experience design.



DISCOVER FINANCIAL SERVICES | Associate Designer (2006–2008)

- Designed integrated marketing campaigns and branded financial products.
- Led creative development for the Teen Card initiative in collaboration with strategy and analytics teams.
- Produced fulfillment kits and brand systems aligned with customer acquisition goals.



PUBLICIS GROUPE, NYC | Graphic Designer + Production Artist (2002–2005)

- Designed campaign assets for major brands including P&G, BMW, L'Oréal, Ernst & Young, and Principal Financial.
 - Developed print, outdoor, and environmental marketing materials.
 - Supported new business efforts through pitch design and presentation development.
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CORE SKILLS

- Brand Strategy & Positioning
- Performance Creative & Campaign Optimization
- Creative Direction & Hands-On Design
- Retail & E-Commerce Growth Strategy
- IP Licensing & Co-Brand Development
- UX/UI & Digital Campaign Design
- Integrated Marketing Campaigns
- Presentation, Pitch & Sales Development

EDUCATION

Bachelor of Fine Arts – Northern Illinois University
Additional studies in HTML (Oakton College) and Composition (Gnomon School of Visual Effects)