

## MIKE SEGAWA

### Creative Director | Brand & Growth Strategy

Chicago, IL | Open to Remote | Portfolio: [mikesegawastuff.com](http://mikesegawastuff.com) | [linkedin.com/in/mikesegawa](https://www.linkedin.com/in/mikesegawa) | [mike@mikesegawa.com](mailto:mike@mikesegawa.com) | Cell: (917) 328.6718

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### PROFESSIONAL SUMMARY

Creative Director with 20+ years of experience leading brand strategy, experiential design, retail-facing marketing, and digital growth initiatives across entertainment, consumer products, and emerging CPG brands. Known for translating creative vision into measurable business outcomes — from retail launch support and IP-driven partnerships to high-impact experiential environments and e-commerce performance optimization.

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### WORK EXPERIENCE



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

Lead creative direction, brand positioning, and revenue-supporting marketing strategy for emerging food, auto, and lifestyle brands.

- Drive product positioning and integrated go-to-market strategies across digital, retail, and packaging channels.
- Support retail expansion initiatives through buyer-ready marketing materials and business development outreach.
- Design and optimize high-impact e-commerce campaigns across paid search, social, and retargeting channels.
- Lead A/B testing and conversion optimization initiatives to improve landing page performance and customer acquisition efficiency.
- Develop IP-driven partnership concepts and pitch materials for co-branded entertainment collaborations.
- Oversee internal creative team and external agency partners; align cross-functionally with sales and product leadership to meet growth objectives.



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

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

- Directed conceptual development of interactive guest environments and game-based activations.
- Delivered award-winning projects including Sesame Street Land (SeaWorld Orlando) and Currents Interactive Zone (Carnival Cruise Line).
- Developed strategic RFP proposals and executive presentations supporting new business acquisition.
- Defined company brand identity system and marketing materials across trade shows and business development initiatives.
- Launched and managed company website and digital presence to expand brand visibility.



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

- Developed environmental graphics and promotional assets for high-profile D23 Expo events.
- Collaborated with production teams to enhance large-scale attendee engagement experiences.
- Designed marketing collateral supporting subscription member campaigns and event merchandise.



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

Led packaging concept development for licensed brands including Disney, Fisher-Price, Rubik's, and Safety 1st.

- Designed retail pallet displays and POP materials supporting national product launches.
- Managed overseas production coordination with Hong Kong manufacturing teams.
- Directed packaging prototypes, photoshoots, and asset development workflows.



#### 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 portfolio.
- Collaborated across design disciplines to integrate storytelling, branding, and user-centered guest experience.



#### DISCOVER FINANCIAL SERVICES | Associate Designer (2006–2008)

- Designed integrated marketing communications and branded financial products.
- Led creative development for the Teen Card initiative in partnership with analytics and strategy teams.
- Produced fulfillment kits and brand documentation aligned with market positioning.



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

- Designed national and international campaign materials for P&G, BMW, L'Oréal, Ernst & Young, and Principal Financial.
  - Developed print, outdoor, and environmental marketing assets.
  - Supported new business initiatives through pitch design and creative presentation development.
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### CORE SKILLS

- Brand Strategy & Positioning
- Creative Direction
- Retail & Experiential Marketing
- E-Commerce Growth Strategy
- IP Licensing & Co-Brand Development
- UX/UI & Digital Campaign Design
- Integrated Marketing Campaigns
- Presentation & Proposal Development

### EDUCATION

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