

AMIR KHODADADI

CONTACT

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CREATIVE DIRECTOR / PRODUCER / OPERATOR

PROFILE

Creative director, producer and operator who leads work from the first conversation through launch. I set the direction, build the team, align clients and executives, and manage the budgets, timelines, vendors and production required to get the work done right. My experience spans brands, campaigns, digital, e-commerce, product and merchandise.

EXPERIENCE

2018 - PRESENT

2019 - PRESENT

DIGITAL UMBRELLA

Co-Founder / Managing Partner / Creative Director

- Co-founded and run an independent creative company, with responsibility for creative direction, client relationships, business development, scope, budgets, teams, vendors and delivery.
- Lead brand, campaign, digital, e-commerce, product and merchandise programs from the first brief through production and launch.
- Direct writers, designers, editors, producers and specialist partners, using AI selectively for research, concept development, planning and quality control.

2024 - 2026

GLOBAL GAMING LEAGUE

Merchandise Director / Division Lead

- Built the merchandise foundation and led product strategy, sourcing, manufacturing, vendors, e-commerce, inventory, budgets and launch planning.
- Created the operating framework for jerseys, apparel, collaborations, event exclusives and fulfillment across creative, product, sales, events and operations.

2022 - 2024

XSET

Creative Director, embedded via Digital Umbrella

- Led creative and art direction and helped shape brand voice across campaigns, partnerships, content, product and activations spanning gaming, creators, music, sports and nightlife.
- Built the department's operating structure and directed execution tied to JBL x Clix, Boston Red Sox, Drai's Las Vegas and Tee Grizzley.

2018 - 2022

TEXAS KNK

Director of Brand Strategy

- Led brand strategy and creative direction across an established Austin restaurant business, including identity, menus, packaging, promotions and storytelling.
- Introduced online ordering and connected it to the restaurant's broader digital presence and day-to-day operations, supporting rapid growth.
- Connected brand decisions to guest experience, local marketing, location needs and day-to-day operating realities.

BUILT + SHIPPED

001	NÜTRL Coordinated a multi-piece 2026 uniform program from samples and fit revisions through stakeholder approval, vendor production, shipping and delivery.
002	Offset Worked across Offset's personal brand, voice and web presence, New Era and FaZe ATL collaborations, Caffeine, SKRRT for Quibi and Laundered Works' Paris Fashion Week debut.
003	JBL × Clix Directed partnership creative during the XSET tenure, shaping concepts and visual execution across internal and external teams.
004	Boston Red Sox × XSET Led creative direction for the XSET partnership moment, carrying concepts through review and execution across brand and partner teams.
005	Global Gaming League Built the merchandise program across jerseys, apparel, sourcing, manufacturing, events, e-commerce, inventory and fulfillment.
006	Tino's Greek Cafe Led brand strategy and creative across identity, menus, packaging and promotions, and introduced online ordering systems that supported rapid growth.
OPERATING RANGE	Creative Direction / Art Direction / Brand Strategy / Campaigns + Launches / Producing + Directing / Client + Executive Leadership / Team Building / Product + Merchandise / Ecommerce / Production + Manufacturing / Budgets + Timelines + Scope
TOOLS + SYSTEMS	Adobe Creative Cloud / Figma / Webflow / Shopify / Mailchimp / Notion / Google Analytics / Meta Pixel / ShipHero / AI-Assisted Research + Production
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