

JOHN REYES

CREATIVE DIRECTOR | FASHION, STREETWEAR & CONSUMER BRANDS

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PROFESSIONAL SUMMARY

Creative Director and brand strategist with 10 years of experience developing fashion, streetwear, lifestyle, and consumer brands from concept through commercial execution. Led brand strategy, art direction, apparel development, campaigns, e-commerce, production, and launch planning for Personal Interest, a multimillion-dollar streetwear company with annual revenue reaching approximately \$2M-\$4M at peak. Currently leads creative direction for Lifted Gallery and brand production for RICE LABS. Combines creative vision with hands-on knowledge of manufacturing, vendor leadership, inventory, margins, and growth.

CORE EXPERTISE

Creative Direction | **Brand Strategy & Positioning** | **Art Direction & Visual Identity** | **Apparel & Product Development** | **Integrated Campaign Development** | **E-commerce & Digital Experience** | **Content & Social Strategy** | **Production, Sourcing & Quality Control** | **Team & Vendor Leadership** | **Budgeting, Pricing, Margins & Inventory**

PROFESSIONAL EXPERIENCE

LIFTED GALLERY | Creative Director, Contract

Orlando, FL | Hybrid | Jun 2026 - Present

- Lead brand and creative direction for a fashion and lifestyle brand centered on discipline, ambition, ownership, and legacy.
- Established positioning, messaging, visual identity, typographic system, and creative standards across product, digital, social, and campaign channels.
- Direct first-collection development, including apparel concepts, blank selection, design refinement, sampling, production planning, and launch readiness.
- Built an integrated launch strategy spanning lookbook/editorial, teaser content, video, email capture, creator outreach, paid media, events, pop-ups, and e-commerce.
- Coordinate designers, photographers, production vendors, and brand stakeholders while connecting creative decisions to budget, inventory, pricing, and sell-through goals.

PERSONAL INTEREST | Co-Founder & Creative Director

Orlando, FL | Mar 2016 - Present

- Built and led the creative vision for an independent streetwear and lifestyle brand that reached approximately \$2M-\$4M in annual revenue at peak.
- Directed brand positioning, product strategy, visual identity, apparel graphics, seasonal collections, campaign concepts, and e-commerce presentation.
- Managed end-to-end product development from concepts and design direction through sourcing, sampling, printing, manufacturing, quality control, and launch.
- Led campaign creation across photography, video, web, social, email, and paid media, translating cultural insight into commercially viable products and storytelling.
- Directed a multidisciplinary network of designers, photographers, creators, manufacturers, printers, and marketing partners.
- Oversaw assortment planning, pricing, margins, inventory, release calendars, and performance, connecting creative decisions to revenue and sell-through.
- Rebuilt the brand foundation and operating system for its 2026 relaunch, including positioning, manifesto, voice, content framework, campaign planning, and launch roadmap.

RICE LABS | Founder & Brand Production Director

Orlando, FL | On-site | Jun 2021 - Present

- Founded a custom apparel production company specializing in screen printing and vendor-managed decoration and manufacturing.
- Lead client discovery, product recommendations, art and production planning, quoting, vendor selection, quality control, and fulfillment.
- Built a supplier network across screen printing, embroidery, DTF/DTG, cut-and-sew, dyeing, distressing, labels, packaging, and specialty production.
- Created shop-management workflows in Notion to standardize leads, quotes, jobs, vendor coordination, costs, status tracking, and delivery.
- Position the company as a strategic production partner for emerging brands, combining creative consultation with margin-conscious execution.

RICE MOTORS | Co-Founder & Brand Director

Orlando, FL | Hybrid | Dec 2021 - Dec 2025

- Co-built a premium and luxury vehicle rental brand, shaping its identity, digital presentation, customer journey, and service standards.
- Directed brand marketing, content, website presentation, and customer communications across a high-consideration consumer service.
- Helped design operating systems for lead management, reservations, contactless check-in and check-out, support, and post-trip retention.
- Connected brand presentation with revenue operations, customer trust, and a consistent premium experience across the rental lifecycle.

UNITED AUTO SALES | Marketing Director

Orlando, FL | Feb 2019 - Dec 2019

- Increased monthly vehicle sales from a historical average of 7-12 units to 55 units in the first month as Marketing Director.
- Built and managed the dealership's Business Development Center (BDC), centralizing lead follow-up, appointment setting, and sales-team handoffs.
- Aligned marketing and BDC operations around measurable lead conversion, customer response, and monthly sales growth.

EDUCATION & PROFESSIONAL DEVELOPMENT

Seminole State College of Florida - Graphic Design coursework, 2021 - 2023
Microsoft Office Certification

TOOLS & WORKING KNOWLEDGE

Notion | Microsoft Office | Google Workspace | E-commerce operations | Apparel production workflows | Creative briefing and review | Vendor and project management