

IAN EVENSTAR



PROFILE

For over two decades, I have guided clients and students through the creative process – covering the entire spectrum of concept and ideation, to final execution. I am a seasoned creative director who has led global brand initiatives, national advertising campaigns, integrated marketing campaigns, and the teaching and learning of University classrooms.

CONTACT

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EXPERIENCE

2011 -
PRESENT

UNINCORPORATED, LLC (UN)

CREATIVE DIRECTOR / CEO

As the creative director and CEO of UNINCORPORATED, I direct the strategic vision, business objectives, and brand initiatives for the agency's key accounts. I am responsible for leading, communicating, and achieving results for the agency and our clients. Day to day, I focus on business development, strategic direction, and designing creative campaigns that help our clients grow revenue and brand awareness.

2014 -
PRESENT

Nyhus Communications

CREATIVE DIRECTOR (CONSULTANT)

As the agency's creative director, I lead creative development strategy for the agency and clients. I oversee the creative team and guide the client direction to produce multimedia storytelling assets, including websites, videos, infographics, and media campaigns to achieve specific brand and communication goals.

2014 -
PRESENT

The Branstetter Group

CREATIVE DIRECTOR (CONSULTANT)

As the Branstetter Group's creative director, I lead hospitality brands through the process of concept ideation, customer experience design, and execution. My expertise and guidance helps build brands that can stand the test of time.

2004 - 2011

University of Southern California

DIRECTOR OF DESIGN

While at USC, I ran the University's design department and directed the creative group to execute University marketing, branding, and design initiatives. I presided over University initiatives related to the University's global brand identity, as well as website properties, print, and media campaigns, interactive media projects, campus and retail environments, and student services and recruitment. During this time, I also played a key leadership role as part of the Presidential Leadership and PR Council, guiding the development of unique USC-owned brands and the strategic launch of these brands through the branding, marketing, and communications plans of the University.

IAN EVENSTAR

SOCIAL

LinkedIn

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Instagram

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Facebook

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Twitter

@ianevenstar
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REFERENCES

Roger Nyhus

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Chris Pendl

Principal & Founder
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TEACHING

2018 -
PRESENT

California State University, Los Angeles
ADJUNCT PROFESSOR

I lecture and lead upper-division design students on advanced design as well as entrepreneurial business management for training in billing, contracts, portfolios, marketing, networking, freelance procedures, licenses, and survival strategies.

EDUCATION

2010 - 2012 **M.A. – Specialized Journalism (The Arts)**
University of Southern California
Annenberg School of Journalism

1994 - 1998 **B.F.A. – Design, Photography**
University of Southern California
Roski School of Art & Design

AWARDS & HONORS

2018 - 2019 **UNINCORPORATED**
Los Angeles ADDY's Awards (Campaign,
Printed Media, Website)

2016 - 2017 **UNINCORPORATED**
Los Angeles ADDY's Awards (Public Service Media,
Consumer Website)

2010 - 2011 **University of Southern California**
USC Presidential Ambassador

2010 - 2011 **HOW Magazine**
In-Howse Design Awards

2008 - 2009 **Brahn Communications**
Silver Create Awards

IAN EVENSTAR

HOBBIES

Surfing
Jiu-Jitsu
Soccer
Coaching
Music
Photography
Mountain Climbing

BOOK INFLUENCES

The Medium is the Message

by Marshall McLuhan

The Information: A History, A Theory, A Flood

by James Gleick

A Whole New Mind

by Daniel Pink

ReWork: Change the Way You Work Forever

by Jason Fried,
David Heinemeier Hansson

Steve Jobs

by Walter Isaacson

Outliers: The Story of Success

by Malcolm Gladwell

Zen Mind, Beginner's Mind

by Shunryu Suzuki



BRIEF BIOGRAPHY *(Third-person for easy copy-paste)*

Ian has over two decades of experience guiding clients through the creative process – covering the entire spectrum of concept and ideation, to final execution and marketing. Ian is a seasoned creative director who has led the development of global brand initiatives, national advertising campaigns, and international marketing strategies. Throughout his career, he has provided direction for many well-known brands such as Nike, Alaska Airlines, University of Southern California, AEG Worldwide, and Barnes & Noble.

As the founder of UNINCORPORATED, a reputable higher education agency in Los Angeles, Ian serves as the CEO and creative director of the agency, where he implements his extensive experience in leadership, business development, client direction, design, digital marketing, advertising, and branding.

Previously, Ian was the design director for the University of Southern California and oversaw a vast array of marketing, branding, and communication initiatives that extended USC's global identity and brand experience through large-scale website properties and campus retail environments. He also played a key advisory role on USC's Presidential Leadership and PR Council, where he guided the strategic development of the University's brand outreach into the Pacific Rim and the executive communications in the North American market.

Over the years, Ian won several national and international awards for branding and received recognition for his thought leadership and creative excellence in the fields of design, advertising, and marketing. He earned a BFA from the University of Southern California and returned to USC for his master's degree in Specialized Arts Journalism.

When Ian is not with a client presenting a new idea or conducting a discovery session, he is likely commuting in LA traffic while listening to his latest audiobook, or training at his local Jiu-Jitsu dojo. His favorite pastimes include spending time on the pitch coaching his son's soccer teams and taking weekend surf trips with his family.

PERSONAL STATEMENT

It's another beautiful day. I am driven by a personal mission of creating work that inspires others and fulfills the soul. To this end, I am always learning, striving, and searching to find the solution within the process. Without compromise, I put the quality of the work ahead of personalities and proactively seek out opportunities to help others grow. The principles of purpose, autonomy, and mastery motivate me to realize my fullest potential.