

JONATHAN GEORGE

ART DIRECTION • CREATIVE PRODUCTION • PHOTOGRAPHY

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EDUCATION

New York University

B.A. Social & Cultural Analysis, Creative Writing

Art director and creative producer with a decade of experience conceptualizing and executing campaigns across editorial, commercial, and cultural work — from initial brief through shoot direction, production, and final delivery. Skilled at translating brand strategy into distinctive visual storytelling, directing photographers and production teams, and managing complex creative workstreams under tight timelines.

EXPERIENCE

VOGUE - Visuals Editor & Photographer

07/2023 - Present

- Concept and art direct visual campaigns and original image-making across print, digital, social, and product platforms, translating editorial and brand briefs into cohesive creative direction.
- Partner with editors, and designers, to shape visual strategy; commission and direct photographers, stylists, producers, and external creative partners — acting as creative lead across in-house and outside teams.
- Direct studio and location photo shoots, balancing brand consistency with a distinct point of view.
- Own the full production pipeline: image selection, sequencing, retouching direction, color review, rights clearance, and final display deliverables.
- Manage concurrent campaigns across schedules, budgets, licensing, risk, and asset delivery under fast-moving editorial timelines.

SIGNATURE THEATRE - Senior Content Producer

01/2022 - 06/2023

- Concepted, produced, and art directed key art, video, and supplementary campaign imagery for theatrical marketing campaigns, translating artistic intent into audience-facing creative.
- Led photo and video production for sponsor partnerships and brand collaborations, turning shared objectives into finished campaign assets.
- Directed all photography for red carpet premieres — managing photographers, talent logistics, shot lists, and final asset delivery.
- Served as creative liaison between playwrights, directors, sponsors, and marketing leadership, translating artistic intent into content across digital and social.

INDEPENDENT - Photographer | Selected Freelance

06/2016 - Present

- Concept and execute editorial, commercial, and brand campaigns for Vogue, The New York Times, WWD, i-D, Office Magazine, Forbes, and other clients.
- Developed campaign concepts and photography direction for KHIRY, Brandon Blackwood, and J.Crew.
- Lead studio and location productions end-to-end — creative direction, photography, lighting, crew, talent, and final delivery.
- Manage budgets, vendors, and client relationships; present creative concepts and translate feedback into finished campaign work.

CORE CAPABILITIES

• Campaign Development • Art Direction • Brand Storytelling • Creative Production • Photography • Video Direction • Studio Production • Editorial + Commercial Production Logistics • Post-production • Budget Oversight • Licensing • Talent + Creative Partner Management • Asset Rights Management • Client Collaboration