

Joe SADLER

Lake Arrowhead / Los Angeles / Remote

+1 310 773 7634

joe@theiiagency.com

joejsadler.com

linkedin.com/in/sadlerjoe

CREATIVE DIRECTOR · BRAND STRATEGY · AI CREATIVE SYSTEMS

Creative Director with 20 years of experience building brands, leading teams, and launching work that drives growth across fashion, spirits, wellness, and music, now operating at AI production speed.

SELECTED IMPACT

20x

Gray Whale Gin case growth across six years as creative partner: 2,000 cases to 40,000, a top-5 super-premium gin in America, now the Official Gin of the Boston Red Sox.

~8x

Wholesale revenue growth across three years at BLDWN, finishing as VP of Brand Creative & Design.

GQ

Best New Menswear Designer in America for Riviera Club, sold at Bergdorf Goodman, Dover Street Market London, Ron Herman, L'Eclaireur, and United Arrows.

200 staff

Organization-wide AI implementation designed and led for Sandals Church: 11 locations, 40,000 weekly viewers across Southern California.

50+ creatives

Trained in AI creative direction through AI JOE HQ: creative directors, art directors, brand managers, and musicians. Third cohort in session, fourth waitlisted.

U2

Creator of the COEXIST logo, carried by Bono and U2 around the world on the Vertigo Tour.

EXPERIENCE

Creative Director / Founder · The ii Agency

2008 – Present

Multidisciplinary creative studio leading strategy, identity, campaigns, content, and AI-enabled production for consumer brands. Six-year creative partner to Gray Whale Gin across nearly every touchpoint: campaign strategy, experiential, merchandise, packaging extensions, digital, and social, directing production crews of 25+. Built repeatable AI production systems spanning concept, image, video, and sound, now deployed in live client work.

Clients: Gray Whale Gin · Fender · Headspace · Lucky Brand · Triumph Motorcycles · Apotheke · Black Sears Estate · Kind Cellars · Cuyana · von Holzhausen

Founder / Lead Instructor · AI JOE HQ

2025 – Present

Cohort-based education platform teaching AI creative direction to working creatives and brand teams. Original curriculum across brand decoding, AI image and video production, sonic branding, and creative systems design.

VP, Brand Creative & Design · BLDWN

2017 – 2020

Promoted from Men's Design Director to VP of Brand Creative & Design. Designed the men's collections and led seasonal campaigns from concept through delivery across advertising, photo, video, social, web, PR, and retail, through roughly 8x wholesale revenue growth. Carried at Nordstrom, Mohawk General Store, Stanley Korshak, and Mario's; featured in GQ, Esquire, and WWD; a CFDA member brand.

Creative Director / Co-Founder · CWST

2013 – 2017

Grew revenue 4x in two years for the American-made menswear brand; led a team of 5 across design, product, marketing, and production; multiple New York Fashion Week seasons.

Creative Director / Co-Founder · Riviera Club

2008 – 2013

Co-founded the Santa Barbara menswear brand recognized by GQ as Best New Menswear Designer in America, defining casual luxury rooted in mid-century California surf culture. Directed all creative: product, identity, campaigns, e-commerce, and collaborations.

SELECTED ENGAGEMENTS

Headspace – Directed and produced “Feelings Are a Full-Time Job” for Mental Health Awareness Month: hero film, vertical episodes, and the supporting social system.

Fender x Lucky Brand – The Seacaster: a guitar, a 16mm campaign film, an apparel capsule, and an original song, produced in full.

Black Sears Estate – Ten years as the Howell Mountain estate's creative partner: tastings tripled, wine club sales doubled, now leading their AI adoption.

Apotheke – A year of brand content for the bar Condé Nast Traveller calls one of the best speakeasies in the world; cocktail book in print, sold on Amazon.

Kind Cellars – Full brand redefinition for a cult Napa winemaker: identity, guidelines, tone of voice, image direction. Ongoing.

Cuyana – Creative-direction reset consult presented to the brand's President, and the Reese's Book Club collaboration launch system.

CORE STRENGTHS

Creative Direction · Brand Strategy · Campaign Development · Identity Systems · Photo & Video Direction · Experiential Design

Content Strategy · Product Storytelling · E-Commerce · Team Building & Leadership

AI CREATIVE PRODUCTION

AI workflow design and team training · organization-level implementation · Claude (custom skills & agent systems)

Midjourney · Seedance · Veo · Runway · Magnific · Suno · ElevenLabs

EDUCATION & RECOGNITION

Indiana University · Degree in Lifestyle Design

GQ Best New Menswear Designer in America · COEXIST logo carried by U2 · 2024 TAG Global Spirits Best in Show & SFWSC Gold (Gray Whale Gin, as creative partner)