PORTFOLIO ERIN.LYNNE.HOOVER@GMAIL.COM 714-875-2545

ERIN HOOVER

MULTIDISCIPLINARY CREATIVE DIRECTOR and studio founder with 20+ years of leadership experience at Disney, Warner Bros., and Brilliant Earth. I lead brands from strategy to final delivery, using behavioral economics and consumer psychology to build identities, packaging, websites, and editorial work that help clients charge what they're worth.

DESIGN EXPERIENCE

FOUNDER & CREATIVE DIRECTOR, OXSAM DESIGN CO.
2021 - PRESENT

- Founded and run an independent brand studio, owning creative vision, client relationships, and operations for brands in food & beverage, beauty & wellness, education, entertainment, and events.
- Lead every engagement from strategy to final delivery, including positioning, brand voice, identity, packaging, web, editorial, and photoshoot creative direction.
- Developed a signature strategy session and the Cold Read brand audit, both rooted in behavioral economics, plus a feedback process where most projects are approved with zero revisions.
- Build brands that let clients charge what they're worth. One client raised her rates 75% after her rebrand, and Coffee Library's award-winning packaging supported a 29% price increase and opened a new revenue stream in corporate gifting.
- Served as fractional creative director for Coffee Library, guiding creative direction beyond the initial packaging engagement.
- Founded and run sauce, an editorial zine and Substack with a roughly 60% average open rate across 16 issues.
- Select clients: Coffee Library, The After-School Club, The Cosmic Romantics, Retro Coffee, SYS MVMT.

LEADERSHIP EXPERIENCE

THE WALT DISNEY COMPANY, WARNER BROS., BRILLIANT EARTH
2004 - 2021

- Led teams of up to 350+ across Disney hospitality, building training programs and a service recovery course that raised guest service scores.
- Shaped guest experiences for globally recognized brands, from Disney resorts to the Warner Bros. Studio Tour and Brilliant Earth's luxury showroom.
- Built revenue plans for the Warner Bros. Studio Tour, serving over half a million guests.
- Exceeded sales targets at Brilliant Earth by an average of 8% year over year, and led internal marketing campaigns at all three companies.

TOP SKILLS

- Creative Direction
- Brand Strategy
- Brand Identity
- Packaging
- Editorial Design
- Website Design
- Art Direction
- Typography
- copywriting
- Messaging & Positioning
- Brand Audits
- Team Leadership
- Training & Development
- Project Management
- Event Design & Management

TOP TOOLS

- CAdobe Creative Suite
- Showit
- Procreate
- Canva
- Notion
- Honeybook CRM

AWARDS

Best in Class, Beverage – Non-Alcoholic for Coffee Library

LOUPE Americas 2026 (formerly Labelexpo)

Advancing to the World Label Awards.