



Jeffrey Tanhueco

DESIGN LEADER / ART DIRECTOR

Reach Me

jeffrey@upstairsloft.com
www.upstairsloft.com
Potrero Hill, San Francisco

Multidisciplinary designer who focuses his energies on crafting clever work that balances the fine line of art and commerce.

Brings an energetic personality and a devoted work ethic with a design-nerd discipline, serious skill and a mind that makes unexpected connections.

Clients range from industry titans, sports organizations and local organizations which include Visa, NFL, US Navy, Golden State Warriors, StubHub, Inner City Advisors and Ramit Sethi.

Work Experience

Adara Rituals

San Francisco
2022 – Present

Head of Brand / Founding Team Member

As a founding member, I helped launch the company which evolves Jewish holiday decor. Logo, brand, packaging, collateral and digital design. All hands on deck. All hats worn. www.adararituals.com

Media.Monks

San Francisco
2021 – 2023

Senior Art Director, Designer

Designed for the B2B Google Partnership Marketing team. Video, social, marketing, brand and messaging playbooks. Clients include Shopify, HubSpot, GoDaddy, BigCommerce, Loja Integrada, Mercado Shops and Google Ads.

Helios Interactive

San Francisco
2014 – 2021

Creative Director, Designer

Design and direct with a stellar cast of designers, engineers, producers and leaders to create technologically-savvy experiences from VR, AR, MR, gaming and interactive installations.

Lead Creative for Visa (5 years), NFL (4 years), Golden State Warriors (4 years) and US Navy (4 years).

Majorminor

San Francisco
2009 – 2014

Art Director, Designer

Managed the team and produced identity/branding, design strategy, campaign development, web, keynote, and photography. Co-managed operations and business development.

Work Experience

StubHub

San Francisco
2010 – 2013

Art Director / Designer

Managed StubHub's visual brand for online, out-of-home, campaign development, internal communications and partnerships. Led a team of designers to collaborate with all marketing channels. Cornerstone projects include StubHub.com, Bonnaroo, Super Bowl, Outside Lands, NCAA Partnerships and All Hands events.

Loomis Group

San Francisco
2007–2009

Designer

Designed for print, packaging, online and interactive projects for marketing and advertising. Art directed on projects for Google, VeriSign and SanDisk. Designed award-winning packaging design displayed at major retailers such as Best Buy and Office Depot.

Education

CSU, Sacramento

Graphic Design, Bachelor of Science, 2007

GRIDS, Sacramento State, AIGA Chapter, Vice President, Fall 2006
Best Portfolio, Department of Design Spring Show 2007

Skillset

Intellectual

Art Direction
Management
Pitches
Content Strategy
-

Technical

Illustrator
Photoshop
InDesign
Figma

Sketch

Premiere

Print / Press Checks

Photography

MS Office

Google Workspace

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Creative Direction

VR, AR, Mixed Reality,
Live Performance, Digital
Interactive, Animation, Video

Production, CG Art, Concept
Art, Audio

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Process

Agile, Jira, Confluence,
Project Scoping

References

Michael Lattig

Director of Brand &
Advertising, StubHub

Former Manager

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Jeanna Yoo

Director of Advancement,
Children's Day School

Program Manager

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Kim Aimi

Sr. Director, Experiential
Marketing, Global
Sponsorship & Strategy

Former Client

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