

JESSE HALLAS

Vice President, Broadcast Design

Visual Innovation Studio (VIS) · FOX Entertainment Marketing

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EXECUTIVE SUMMARY

Creative executive with 20+ years of experience leading entertainment branding, visual identity, broadcast design, live-action production, and multidisciplinary creative organizations for nationally recognized media brands. Proven success shaping network, division, franchise, and show-level brands, developing high-performing creative teams, managing multi-million-dollar budgets, and translating business and audience priorities into distinctive creative systems. Experience spans brand strategy, creative operations, production, executive partnership, and emerging creative technology.

22-Person Creative Team | 2 Direct Reports | \$4.5M Budget Responsibility

CORE COMPETENCIES

Creative Leadership · Brand Strategy · Entertainment Marketing · Visual Identity · Motion & Broadcast Design · Creative Operations · Live-Action Production · Budget & Resource Management · Vendor Partnerships · Executive Partnership · Emerging Creative Technology · Team Development

SELECTED HIGHLIGHTS

The Masked Singer (15 seasons) · Baywatch · Animation Domination · FOX Network Brand Systems · FOX Entertainment Studios · AI-Enabled Creative Innovation

Led network, division, franchise, and show-level branding spanning visual identity, motion systems, main titles, live-action and element shoots, DOOH, and emerging AI-enabled workflows.

PROFESSIONAL EXPERIENCE

VICE PRESIDENT, BROADCAST DESIGN

Visual Innovation Studio (VIS) · FOX Entertainment Marketing

Los Angeles | 2020–Present

- Serve as a strategic creative partner to senior network and marketing leadership, aligning brand, audience, and business priorities.

- Lead creative strategy and direction across network, division, franchise, and show-level identity systems, launches, motion packages, main titles, and campaign extensions.
- Drive AI-enabled innovation across ideation, animation/VFX, feedback synthesis, production automation, scripting, and creative operations.
- Direct a multidisciplinary creative organization within Visual Innovation Studio spanning design leadership, artists, operations, and production.
- Lead audience-facing creative across broadcast and promotional platforms, developing brand systems and assets that extend across the broader marketing ecosystem.
- Manage a \$4.5M annual operating and production budget while balancing creative ambition, operational efficiency, resource strategy, and external partnerships.

DESIGN DIRECTOR

FOX Broadcasting | Los Angeles | 2016–2020

- Led creative direction for network branding initiatives, on-air graphics systems, and entertainment marketing campaigns.
- Directed live-action productions, talent shoots, and promotional content development across multiple entertainment properties.
- Managed internal creative teams and external production partners to deliver high-impact marketing and branding solutions.

CREATIVE DIRECTOR

Framework | Los Angeles | 2014–2016

- Led multidisciplinary creative teams across branding, entertainment marketing, and integrated campaign development.
- Developed strategic creative solutions for major entertainment and corporate clients while managing project execution and team development.

ART DIRECTOR

Framework | Los Angeles | 2011–2014

- Led branding, design, and campaign development initiatives while collaborating closely with executive creative leadership.
- Guided visual direction and creative execution across entertainment and corporate marketing projects.

SENIOR DESIGNER

Framework | Los Angeles | 2008–2011

- Developed brand, design, and marketing solutions across a diverse portfolio of entertainment and corporate clients.