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*I direct **and** I build — an idea doesn't die in a deck. I carry it through production, design, edit and launch without losing the thread.*

EXPERIENCE

LOVE MY VICES

PRESENT

Founder & Creative Director

Founded and built a full brand world from a blank page — **identity, campaign systems, film, social and product**. Direction and hands-on execution across every surface the brand touches.

WAE

2025-2026

Director of Media & Strategy

Built the full creative foundation for an early-stage venture — **brand identity, film and launch direction**.

OUTBOX PRODUCTIONS

2024-2025

Co-Founder & Creative Director

Helped build a creative house from nothing. Created and creative-directed **Outbox October**, a horror short-film festival, end to end at **AREA15** — concept, design, film, promo and physical space.

BRAIN KILL

2022-2024

Founder & Creative Designer

Founded and ran a **digital art creative agency** — direction, design and client creative across a wide range of digital work.

SELECTED WORK

- **OUTBOX OCTOBER — AREA15.** Created & creative-directed a horror short-film festival end to end: identity, film, promo, OOH and experiential space.
- **LOVE MY VICES — BRAND WORLD.** Identity systems, campaign concepts, fashion film, graphic & product design across a full venture.
- **END-TO-END VIDEO.** Cast, produce, direct, shoot, grade and cut — commercials, music videos and brand films, in-house. Also designed *and* built the portfolio archive itself.

The project is not the story.
The *creative decision* is.

CAPABILITIES

CREATIVE DIRECTION

CAMPAIGN CONCEPTS

BRAND SYSTEMS

FILM DIRECTION

EDITING

MOTION

PHOTOGRAPHY

ART DIRECTION

GRAPHIC DESIGN

SOCIAL CONTENT

WEB DESIGN

DIGITAL EXPERIENCES

EVENT CREATIVE

ARTIST DEVELOPMENT

COPY

CREATIVE STRATEGY

TOOLS

PHOTOSHOP

PREMIERE PRO

AFTER EFFECTS

FINAL CUT PRO

BLENDER

FL STUDIO

PRO TOOLS

CLAUDE CODE

APPROACH

*One idea, built across **concept, design, film, promo and physical space**. The same instinct scales to any brand, artist, city or team — the real job of creative direction isn't making content, it's making people **care**.*