

PATRICK TOSTE

MULTIDISCIPLINARY CREATIVE DIRECTOR

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SUMMARY

Creative leader with over a decade of experience driving branding, design, and marketing initiatives for agencies, startups, and national brands. Proven track record in building scalable creative operations, directing multidisciplinary teams, and driving multimillion-dollar revenue growth. Adept at strategic planning, cross-functional leadership, and delivering high-impact creative across diverse industries.

EXPERIENCE

BRAND DIRECTOR

Tact Firm

June 2025 - February 2026

- Led the Campaign Management and Design teams of 10 employees to ensure accuracy, timeliness, and creative excellence across campaigns for 30+ clients.
- Developed and improved internal processes to increase efficiency and effectiveness through strategic planning and cross-departmental collaboration.
- Managed the end-to-end execution of high-volume creative projects, maintaining quality standards for a 30+ client portfolio.
- Optimized operational workflows and strategic planning to drive measurable gains in team productivity and campaign effectiveness.

CREATIVE DIRECTOR & CO-FOUNDER

HIGHOPES

July 2018 - June 2025

- Produced creative deliverables and led branding, packaging, web design, and marketing initiatives for 150+ companies across 15 markets.
- Generated more than \$3.5M in revenue as the agency's sole salesperson, driving all primary business growth.
- Managed a team of designers and contractors while building scalable creative processes and project operations from the ground up.
- Developed and oversaw integrated marketing strategies and account operations to support long-term expansion.
- Analyzed market growth opportunities and implemented strategic shifts to scale the agency's footprint in the cannabis industry.

CREATIVE DIRECTOR

Wick & Mortar

August 2017 - June 2018

- Led the creative team at a boutique agency specializing in branding, packaging, and web design for high-growth markets.
- Developed comprehensive brand identities for start-up companies, establishing their visual presence from the ground up.
- Managed multi-platform brand extensions, ensuring design consistency across all print and digital touchpoints.

DESIGNER

Publicis Groupe

June 2015 - August 2017

- Executed digital and print campaigns, specializing in branding, art direction, and creative concepting.
- Delivered design solutions for major clients including T-Mobile, American Girl, and KEXP 90.3 FM.
- Developed high-stakes creative pitches for industry leaders such as Alaska Airlines.

JUNIOR DESIGNER

The Coffee Bean & Tea Leaf

July 2014 - April 2015

- Developed multi-channel creative solutions spanning brand management, packaging, and art direction.
- Designed seasonal promotions and print campaigns within a collaborative in-house team.
- Executed digital design projects to maintain brand consistency across all touchpoints.

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

California State University Long Beach

September 2009 - July 2014

CAPABILITIES

- Creative Direction: Brand Strategy, Brand Positioning, and Art Direction.
- Design Execution: Identity Design, Packaging Design, UX/UI Design, Digital & Print Design, and Apparel.
- Leadership & Operations: Team Leadership, Operational Strategy, Campaign Management, and Cross-departmental Collaboration
- Technical Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, and WordPress.
- AI: Nano Banana, Midjourney, Gemini and ChatGPT.

ACHIEVEMENTS

- Awwwards 2022 Honorable Mention
- Clio Cannabis 2022 Bronze Winner - Website/Microsite
- Clio Cannabis 2023 Bronze Winner - Brand Identity