

Johnny Mejia

Creative Leader, 3D Digital Product Creation

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PROFILE

Creative Leader with 10+ years of experience driving technological innovation, process development and customer engagement for a multi-brand company. Proven track of success and expertise in executing robust strategies, developing 3D standards, and improving processes that result in higher quality and efficiencies.

- Instrumental in overseeing production/output from the 3D Teams in NY and China
- Driving brand success and retention by offering innovative, personalized solutions targeting partner's needs
- Adapt quickly to technology and rapid changes in the industry
- Areas of Excellence: Art Direction, Strategic Thinking, Cross-Functional Leadership, Project Management, Product Visualization, 3D Modeling and Rendering in various software

PROFESSIONAL EXPERIENCE

Tapestry – New York, NY

Senior Manager, November 2020 – Present

Lead point person for existing and new 3D initiatives of all three brands within Tapestry. Establish fruitful relationships with key internal partners and stakeholders including Design, Product Development, Global Merchandising, Visual Merchandising and Customer Experience to spearhead 3D technology as a resource for their unique business requirements.

- Effectively lead a team of artists in NY and China to coordinate the planning and implementation of robust solutions of large-scale projects
- Oversaw pilots for Clo3D and Colorway from planning through to an official rollout, identified key stakeholders and usage
- Created a successful proof of concept for Footwear; identifying the needs and risks to determine a suitable workflow
- Spearheaded 3D modelling and visualization for Coach's first Virtual Showroom: defined standards and workflow, collaborated with cross-functional partners for opportunities of optimization in a tight deadline
- Developed and implemented strategy for 3D integration with both Coach and Kate Spade Design and Product Development for early development and prototype; resulting in quicker turnaround times per milestone, quicker Design decisions and reduction of physical samples
- Implemented Substance Suite, Clo3D and Zbrush to expand the reach and efficiencies of DPC in Tapestry
- Promoted one of my direct reports to Manager which resulted in stimulating efficiency and improvement in morale

Tapestry/Coach – New York, NY

Manager, August 2018 – November 2020

Senior 3D Artist and Manager for accessories at Coach and future brands. Managed a team of artists to be proficient in modelling and visualization per approved standards established by me. Point person for my Senior Manager and Sr. Director on all things related to 3D for DPC.

- Project managed both teams in NY and China
- Worked closely with cross-functional partners to identify their needs and help create a roadmap to fill their requirements
- Effectively worked on projects and pilots simultaneously with changing requirements, all under strict deadlines and requiring timely project completion
- Founded an internal center of excellence called “PVTrust;” which resulted in various brainstorming sessions and best practices we applied to our processes
- One of the pioneers for Coach Create, an innovative in-store and online consumer experience in which the customer customizes silhouettes using photoreal rendered images; Coach Create revenue was \$1 million in sales in under 3 months
- Launched multiple presentations throughout the business in relation to 3D DPC, in a mission for stakeholders to understand how pivotal 3D is to the future of the business
- Built a library of standard materials using digital scanning by Vizoo

Coach – New York, NY

3D Artist, June 2015 – August 2018

3D Generalist creating and delivering world-class 3D models and renderings for internal use within the business.

- Successfully lead a Modo pilot for modelling in SubD; which resulted in adopting it as our standard software for modelling and rendering
- Standardized best modelling practices for the team; e.g. topology, edgeflow, scene organization etc.
- Partnered with the Photo Studio to create an HDRI reflecting their light setup for e-commerce
- Developed high-end renderings and animations for cross-functional partners such as Design and Global Merchandising
- Established rendering automation in Modo; as a result, eliminated the use of Deltagen which had a high maintenance cost per license/year
- Created a “sizzle reel” in After Effects showcasing the team’s work and accomplishments to be used in many different types of presentations inside and outside of the business

EDUCATION

Otis College of Art and Design – Los Angeles, CA

Bachelor of Digital Media, June 2007

ADDITIONAL SKILLS

- Expertise in: Leadership, 3D modelling, 3D visualization, texturing, rendering and animation
- Technical Skills: Modo, Maya, V-Ray, Zbrush, After Effects, Photoshop, Illustrator, DeltaGen | Familiar with: Substance, Clo3D, Unreal Engine
- Industries: Games, Film, Print and Fashion

