

# LORENZO DIGGINS JR.

Best Kept Secret | Serial Creative

“Forget the noun, do the verb.” — Austin Kleon



## EXPERIENCE

Since my background is in fashion (I studied Apparel Merchandising at CSUN) my earlier work experience after college was in retail and I worked primarily as apparel merchandiser for companies like: Club Monaco, Bloomingdale's, and Barney's New York (RIP). During that time (circa 2010) I was also starting my entrepreneurial journey and I founded a menswear brand called The Essential Man which I ran for seven years before officially dissolving the company in 2017. My time with operating TEM is where I really gained the most of my experience and it ultimately informed everything I know and do today.

Most of the skills (if not all) that I've developed throughout the years has been out of necessity; since early on in my journey I didn't have the resources to bring my ideas to life the way I had envisioned them - not doing anything at all wasn't an option...so I had to figure out how to make the most with what I had and that ultimately has led to me learning how to do a lot of things on my own. From design, to apparel manufacturing & production, to packaging, to sales & marketing, to photography, to illustration, to programming, to now book publishing - all of these developed skills started with me having to figure it out for myself and it brings me complete joy to say that I'm efficient, effective, and excellent at what I do. Now I'm in the position where I can add value and help other people (or companies) bring their vision to life.

2015 - now

### ART BOOK PUBLISHING

#### CBC PRESS

When I started self-publishing my own zines in 2015 - my only objective was to create something tangible to not only share my work but also archive it. Throughout the years I've gotten really good at publishing, and as a result, I've been able to help other artists/companies do the same with their work.

2015 - now

### ART DIRECTION [PHOTOGRAPHY & ILLUSTRATION]

#### COLOUR BLOC CREATIV

I learned photography in order to shoot my own campaigns for my company - eventually I got good enough to where I started to get inquiries to shoot for other people as well. The same goes for my illustrations - it started out as something I created for myself, and eventually I got good enough to create them for other people.

2013 - now

### BRAND & PRODUCT DEVELOPMENT

#### COLOUR CLOC CREATIV

I built TEM from the ground up, designing and producing my own goods domestically. I gained valuable knowledge through years of trial and error as an entrepreneur. I now have the privilege to share my expertise as a creative strategist and support individuals and companies in bringing their own visions to life.

## EDUCATION

2006-2011

Though I went to school and studied Apparel Merchandising (with a emphasis in Marketing) at the California State University of Northridge - I still believe that nothing has prepared me better (for any position I take) than my hands on/real life experience as an entrepreneur which I feel has been the equivalent to earning a double-master's degree. Through trial and error, I was able to work through problems and find solutions and as a result, it has informed everything I know and do today.

2010 - now

### YOUTUBE UNIVERSITY + GOOGLE SCHOOL OF INFORMATION

They say "where there's a will there's a way" and my way of finding solutions and figuring out how to do the things I didn't initially know how to was through researching on Google and watching countless hours of tutorials on YouTube. From learning how to use the adobe suite, to learning how to capture portraits using a medium format film camera...it has all been learned because of my commitment to self-development and essentially getting better with time. I didn't allow my then lack of resources to shape my reality and I have created a new narrative.

## REFERENCE

AVAILABLE UPON REQUEST.

## ABOUT ME

My name is Lorenzo Diggins Jr. and I'm a serial creative based out of South Central Los Angeles engaging mediums such as: design, brand and product development, art direction, photography, illustration, and art book publishing. In this way, my work is not confined to a singular expression, but manifests through the varying mediums that move me. However, the common thread weaved throughout my work, is a deep value in fostering connection among people. Simply put, I love using my work as the tool to create community.

## CONTACT

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## SKILLS

Photography & Illustration ●●●●●●●●●●

Apparel Production ●●●●●●●●●●

All Things Print ●●●●●●●●●●

Bringing An Idea to Life ●●●●●●●●●●

Building Community ●●●●●●●●●●

## HOBBIES

