



## UNIVERSAL POWER - HUMAN SPIRIT

Jose started his career directing high-profile artists such as Young Money Records artist Tyga and Def Jam artist YG in the LA hip-hop music video circuit before transitioning to larger scale conceptually driven productions in the commercial and narrative space. His verticals include visual storytelling, sports and VFX/generative AI hybrid productions.

Jose earned his chops working under some of the industry's top directors including Oscar and Cannes award winning creatives, doing everything from ghost-writing to post-production.

To kick off his directing career, he was selected to be part of the highly prestigious Shoot Magazine New Directors Showcase and was twice selected as a finalist of the AICP and DGA's CDDP. Attention from agencies and production companies soon followed.

His viral PSA Hands Free or Die was acquired by Eli Roth and Blumhouse's Crypt TV and has garnered over 2 million views . It also won a Silver Promax and Telly Award. This led to him being commissioned to direct several high profile digital shorts for Crypt TV to launch the online platform. Most recently he was selected for HBO's Hola Mexico Tomorrow's Filmmakers Today program. Jose directed the latest video for #1 selling global Chinese music superstar Wanting Qu. His video for Blue Note Records band Vintage Trouble's Gracefully was heavily promoted by Honda who featured the band in one of their major broadcast advertising campaigns during the Super Bowl.

Short film work such as The Hands of Time was voted one of the top submissions in Ben Affleck and Matt Damon's renowned Project Greenlight Competition and was the winner of PBS' Reel 13 Competition, screening on television alongside classics Some Like It Hot and acclaimed indie Cold Turkey. He served as creative story producer and editor on the Pottymouth Princesses viral commercial for organization FCK H8 that garnered major worldwide media attention, going viral and securing press coverage from outlets such as Time magazine, Adweek, CNN, The Washington Post, Bill Maher, Upworthy, Mashable, The Huffington Post, The Independent, E! News, Perez Hilton, Elle magazine and many more. The ad was also the recipient of the Silver Effie Award.

Born in Montreal, Canada to Chinese and Venezuelan parents, he speaks fluent Spanish and French and is graduate of Duke University. When he's not directing or nerding out over filmmaking he likes to trade crypto, play poker and watch anime.