

ONDA



Onda's journey began in Miami, where he was raised by immigrant parents from Cuba and Peru. Despite starting his academic journey with a focus on business, Onda's passion for filmmaking guided him to USC, where he secured a coveted spot in their esteemed film program. This pivotal decision opened doors to collaborations with industry titans such as Will Smith. During this time Onda was introduced to Kanye West who brought him on board as a creative partner and music video director.

Onda embraces his role as a multi-faceted talent allowing him to excel in various creative disciplines, from directing to graphic design and creative direction. Having lost a parent early in life, Onda approaches each opportunity with a profound sense of gratitude and foresight, shaping his creative process and outlook on life. He has worked with brands such as Adidas, On Running, and Stuart Weitzman. His latest endeavor with Adidas showcases Anthony Edwards as the face of the campaign, unveiling the AE 1, a cutting-edge creation characterized by its meticulous precision.

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