

HELLO

I'm **Justin**, an Art Director, Designer and Creative Strategist in Chicago, IL.

PRONOUNS: HE/HIM

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While I've been designing professionally for over 15 years, I still view each project as if it's my first. I ask questions and collaborate with my clients and team to find the best strategic solutions for their brand or product.

I lead with incisive strategic and hands-on creative direction. My work is known for it's thoughtful storytelling that plays across multiple communication mediums for B2B and B2C clients. When taking on creative projects I pay attention to classic design principles, have an understanding of social and political nuance and look toward future design trends and technologies.

EDUCATION

BFA - Graphic Design, Cum Laude
Austin Peay State University
2000 - 2004

SENIOR GRAPHIC DESIGNER

ERNST & YOUNG | JANUARY 2018 – CURRENT

- Creative consultant and strategic advisor on new business opportunities that range from \$1,000,000-\$10,000,000.
- Art director and team lead for digital acceleration and activation.
- Managed creative teams across multiple time zones and mentored junior designers.

SENIOR DIGITAL ART DIRECTOR

MERGE CHICAGO | APRIL 2016 – JANUARY 2018

- Enhanced digital offerings by providing competencies in areas such as user experience, direct response, style guides and social media marketing.
- Team lead, mentored junior designers and developers by providing critique and solutions to design challenges.
- Led client presentations to establish buy-in, as well as, follow-ups on project development and final deliverable presentation.

SENIOR ART DIRECTOR, INTERACTIVE + PRINT

JACOBS & CLEVENGER | MARCH 2011 – APRIL 2016

- Art direction and graphic design for award winning, multichannel campaigns.
- UX/UI lead for online banking platform used by over 3600 financial institutions.
- Lead product designer for digital marketing materials customization tool.
- Email marketing team manager for design, strategy and HTML production.
- Video storyboarding, production and motion graphics.
- Front-end development and responsive design for emails/landing pages.
- Team lead for client presentations.

ART DIRECTOR

CENTER ON HALSTED | NOVEMBER 2008 – MARCH 2011

- Developed agency branding/style guides for print/digital/social media.
- Redesigned website for better user experience.
- Managed relationships for volunteer and vendor resources.
- Developed cost effective direct response newsletter for top tier donors.
- Managed email marketing communications.

ASSOCIATE INTERACTIVE AD PRODUCER

CHICAGO TRIBUNE | SEPTEMBER 2007 – NOVEMBER 2008

- Conceptualization and design of animated and rich media banner ads.
- HTML coding of W3C compliant emails.
- Collaboration with account team and championed ideas to new clients.

GRAPHIC DESIGNER

NOMADIC CONSULTING | MARCH 2006 – APRIL 2007

- Development of branding and style guides for 4 internal companies.
- Conceptualization and design for print and email marketing campaigns.
- Front-end development for agency website.
- Managed staff across multiple locations.