



Hello.

I'M JUSTIN.

EDUCATION

B.A. Marketing, Psychology minor, expected 2017, Roosevelt University, Chicago, IL

A.S. Graphic Design, Southeast Community College, Nebraska, 1999

NOTABLE FREELANCE CLIENTS

Subaru; Rackspace; YWCA; University of Nebraska; Modern Luxury publishing; author Timothy Schaffert; Guggenheim Fellow and author Maud Casey; writer and producer Michael Harvey; hayneedle.com

SKILLS AND TOOLS

Visual design	Adobe CC
Interaction design	Sketch3
Rapid prototyping	HTML5
Identity and branding	CSS3
User research	Jquery/Javascript
	Pixate

ACCOMPLISHMENTS

Converted Roosevelt University marketing emails to responsive layouts, which led to an increase in click-throughs by 6%.

Saved the *Omaha Reader* thousands of dollars by implementing a faster, more efficient weekly production workflow.

Literally the face of Roosevelt's fall 2013 marketing campaign, which drove a record number of freshman enrollments.

SENIOR DESIGNER ROOSEVELT UNIVERSITY

2012-PRESENT As senior designer for Roosevelt, I work collaboratively with my peers in the marketing department to concept, design, and deliver approximately 1,100 digital and print projects annually for Enrollment, Institutional Advancement and the University's six colleges while aligning image and brand guidelines on all creative to ensure that the overall look and tone of University communications (internal and external) are consistent across all media channels.

CREATIVE DIRECTOR (DOWNTOWN) OMAHA LIT FEST

2004-PRESENT I create all marketing and identity materials for annual lit event that has received press in *L.A. Times*, *Poets & Writers*, and *New York Times Style Magazine*.

MARKETING DESIGNER NEWARK/ELEMENT 14

2010-2012 Collaborated with marketing and product team peers to design landing pages, emails, banner ads, and direct mail pieces with focus on e-marketing analytics for large e-commerce business.

WEB CONTENT CONSULTANT APICS

2009 Designed microsites, landing pages, and e-newsletters for international organization. Managed the design, deployment, and tracking of informational and transactional emails.

ART DIRECTOR WINDY CITY SPORTS

2006-2008 Drove design and production of monthly magazine—including concepting, directing photo shoots, web trafficking, and vendor relations—for network of six regional fitness titles.

ART DIRECTOR OMAHA PULP

2003-2004 Managed editorial design and ad production departments, overseeing creation of weekly arts and culture newspaper.

PRODUCTION MANAGER THE OMAHA READER

2000-2003 Directed a team of advertising designers and executed the layout and production of Omaha's oldest and largest alt-weekly.

SAY HELLO:

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