

# MICHAEL JUSTIZ

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## SUMMARY

Art Director with 6+ years of proven experience in visual design, packaging design, specializing in social and digital campaigns across print, paid and earned channels. Background in large advertising agencies and retail companies alike with strong leadership, project management, and cross-functional collaboration skills. Expertise in Figma, motion design, and AI design tools. Proven ability to deliver visually impactful campaigns that align with strategy and drive client success.

## EXPERIENCE

TULIP, New York City, New York

**Art Director**, 2024-Present

- Launched a sustainable fashion brand focused on handcrafted crochet garments with monthly pre-order drops
- Built the brand identity from the ground up where I designed logo, packaging, website, and visual guidelines
- Directed social media strategy across TikTok and Instagram, leading content production and influencer outreach
- Developed Shopify e-commerce experience, including UX/UI design, customer journey, and backend automation
- Oversaw photoshoots, product styling, and campaign rollouts to align with seasonal creative themes
- Managed marketing budgets and paid ad campaigns on Meta and TikTok to drive conversion and brand awareness

MICHAELS, New York City, New York

**Art Director**, 2023-2025

- Develop and execute multi-channel campaigns, ensuring exceptional visual design quality and brand consistency.
- Lead cross-functional teams and collaborate with production partners in film, photography, and illustration to bring creative visions to life.
- Provide clear creative direction, manage project phases, and allocate resources efficiently to meet tight deadlines.
- Create motion design assets for social and digital platforms, integrating AI tools to enhance workflow and innovation.
- Stay ahead of design trends and technologies, applying insights to create modern, engaging visuals.
- Present creative strategies and content performance metrics to stakeholders, aligning design solutions with client goals.
- Foster a collaborative environment, mentoring team members and encouraging creative growth.
- Experience participating in pitches and industry events, contributing to thought leadership and creative discussions.

WALMART, Hoboken, New Jersey

**Creative Manager**, 2022-2023

- Developed creative presentations by translating intricate brand stories and data into compelling visuals, leading to a 30% boost in audience engagement for Walmart's Associate Live series.
- Conceived and produced a collection of branded data visualizations, encompassing charts, graphs, and infographics. Achieved a 15% upswing in user engagement and a 20% growth in content shares across social media platforms for Walmart Live.
- Orchestrated cross-functional collaboration with 5+ internal stakeholders to execute projects in alignment with brand standards, improving brand consistency and customer retention.
- Managed design initiatives to align with project specifications and visual brand standards across diverse industry categories, encompassing fashion, beauty, home goods, tech, gaming, food, and beverage.

WALMART, Hoboken, New Jersey

**Designer**, 2021-2022

- Crafted design strategies and cross-team coordination efforts to elevate social campaigns, leading to a 35% growth in audience reach and a 15% uptick in lead generation for Walmart Live.
- Revamped the company's visual assets by creating custom charts, graphs, tables, icons, and infographics; these new designs increased user engagement by 10% and retention by 15%.
- Aligned closely with executives and team members to gain deep insights into corporate objectives, strategic blueprints, and target market segments; efforts increased a 15% boost in customer retention and a 20% surge in sales.

PENTAGRAM, New York City, New York

**AdFellow Art Director, 2021**

- Committed to the design and execution of campaigns for Ben & Jerry's, streamlining cross-team communication and boosting campaign engagement metrics by 12% through integrated social media strategies and interactive content creation.
- Formulated and rolled out an intricate content calendar, leading to a 10% increase in followers and a 20% rise in click-through rates. This strategic maneuver heightened brand visibility and enabled noteworthy growth.
- Coordinated and executed photo shoots for quarterly team-building activities, resulting in a 20% increase in employee participation and fostering a more collaborative work environment.

WALMART CONNECT, Hoboken, New Jersey

**AdFellow Art Director, 2020-2021**

- Developed and implemented a robust creative marketing strategy for the LEGO Dark Side Collection, resulting in a 5% increase in online sales and a 10% enhancement in brand visibility across social platforms.
- Translated data into visually stunning presentations; strategic visuals led to a 20% growth in online user interaction and a 15% increase in brand visibility.
- Established Twitter pages, increasing following by 17% by finding like-minded people through community engagement and Twitter analytics.

FORMERLY KNOWN AS, New York City, New York

**AdFellow Art Director, 2020**

- Facilitated a team of copywriters and creatives to develop cohesive visual storytelling elements for Audible. Achieved a 25% surge in click-through rates and a 10% growth in social media shares.
- Transformed designs for platforms while balancing brand cohesion and creative exploration; showcased a 12% rise in website traffic and a 15% increase in customer retention rates.
- Orchestrated brainstorming sessions and pitch meetings, delivering innovative solutions that directed a 20% increase in customer engagement.

ASTRO AGENCY, Remote,

**Art Director, 2019-2020**

- Managed a team of designers and strategists to overhaul the podcast's visual identity, leading to a 35% enhancement in overall user experience and a 20% uptick in listener satisfaction.
- Orchestrated strategic meetings with clients to delve into objectives, delivering tailored design solutions and achieving a 40% increase in client satisfaction scores for two consecutive quarters.
- Launched and grew five social media communities including TikTok, Twitter, Facebook, and Instagram; engagement growth 45% higher than the average.

## EDUCATION

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THE SAVANNAH COLLEGE OF ART AND DESIGN, Savannah, Georgia

**B.F.A. Advertising and Marketing**

## TECHNICAL SKILLS

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Adobe Creative Suite, Adobe Analytics, Photoshop, Adobe XD, InDesign, Illustrator, Microsoft Suite, Canva, Outlook, Paid Social, Camera Operation, Dragonframe, Sony Vegas, Handbrake, Sketch, Figma, Principle, HTML, CSS, JavaScript, KPIs, Excel, Problem Solving, End-to-End, Presentation Skills, Business Objective, Organizational Skills, UX/UI Design, Digital Content, Content Creation, Website Design, Database, Machine Learning, AI Prompt Generation, Strategy, Strong Work Ethic, Project Risk, Project Management, Team Management, Communication Skills, Google Looker, Analytics Analysis.