

# MICHAEL JUSTIZ

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## SUMMARY

Art Director with 8+ years of experience delivering cross-functional creative solutions for enterprise companies and large agencies. Skilled in project management, stakeholder alignment, and campaign execution across social, digital, and print. Strong background in visual design and brand systems with expertise in Figma, Adobe Creative Suite, motion design, and emerging AI tools. Adept at balancing creativity with strategic objectives, ensuring high-quality deliverables that drive impact.

## EXPERIENCE

TULIP, New York City, New York

**Art Director**, Jan 2025-Present

- Led integrated marketing campaigns on TikTok and Instagram, aligning creative teams, content calendars, and influencer partnerships to maximize engagement and brand growth.
- Built the brand identity from the ground up where I designed logo, packaging, website, and visual guidelines
- Developed Shopify e-commerce experience, including UX/UI design, customer journey, and backend automation
- Directed social media strategy across TikTok and Instagram, leading content production and influencer outreach
- Delivered executive-level reporting on project risk, stakeholder alignment, and campaign results.
- 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**, May 2023-Jan 2025

- Develop and execute multi-channel campaigns, ensuring exceptional visual design quality and brand consistency.
- 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.
- Led multi-channel campaign production for seasonal retail launches, ensuring brand consistency across social, web, print, and in-store creative.
- Oversaw production timelines, vendor management, and creative approvals for high-visibility initiatives that reached millions of customers nationwide.
- Partnered with cross-functional teams (merchandising, copy, photography, production) to deliver cohesive campaigns aligned with business objectives.

WALMART, Hoboken, New Jersey

**Creative Manager**, May 2022-May 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.
- Served as lead producer for digital storytelling initiatives, transforming complex retail data into accessible, engaging content.
- 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**, Jan 2021-May 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**, Jan-Mar 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 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**, Oct 2020-Jan 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**, Aug-Oct 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.

## 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, Figma, Sketch, Principle, HTML, CSS, JavaScript, KPIs, Excel, Presentation Skills, Business Strategy, Organizational Skills, UX/UI Design, Digital Content, Website Design, Content Creation, Machine Learning, AI Prompt Generation, Campaign Strategy, Client Relations, Account Management, Contract Negotiation, Cross-Functional Collaboration, Communication Skills, Stakeholder Alignment, Project Management, Budget Oversight, Resource Allocation, Timeline Management, Risk Mitigation, Analytics Analysis, Reporting & Insights, Agile, Scrum, Workfront, Asana, Airtable, Trello, Jira, Box, Google Looker, CRM Tools, and Client Retention Strategy.