

XΑ R

O D E J U S T I N . C W W G 0 O M

CONTACT:

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APPLICATIONS:

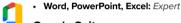
Creative Software

- Adobe InDesign: Expert knowledge of InDesign, print and digital design, multi-page layout design, pre-press management, Adobe PDF output/editing, print layout, style sheets, guides
- Adobe Photoshop: Expert knowledge of Photoshop, photo manipulation/correction, file output, and motion graphics
- Adobe Illustrator: Expert knowledge of Illustrator and vector file types
- Premiere Pro, After Effects & Animate: Proficient knowledge in creating branded ads, videos, presentations, and procuring professional videographers
 - Canva: Expert in templates and brand standards

Website Development

- HTML & CSS, JS: Responsive design, JavaScript, analytics, and database management
- Wordpress: Expert knowledge of custom websites, themes, hosting, plugins
- Google analytics: Proven history of creating websites, incorporating and analyzing behavioral analytics
 - Figma: UX/UI experience optimizing engagement, conversion, and targeted media ROI

Microsoft Suite



Google Suite Sheets, Docs, and Slides: Proficient

CRM & Email Software Salesforce, Hubspot, Zoho, Monday.com, Mailchimp,

Microsoft Dynamics, Constant Contact, SendGrid

AI Creation/Optimization ChatGPT, Google Al: Experience in generative Al.

optimization of content and art support



PROFILE:

Creative Director with two decades of omnichannel marketing experience in both agency and in-house settings. Highly motivated collaborator and leader. A passion for creating positive work environments that foster growth for the employees and company while achieving top-to-bottom line results. History of creating collateral and experiences in digital marketing, experiential events, dynamic mobile applications, Al optimization, publishing, strategy, presentations, and social media optimization.

QUALIFICATIONS:

- Accomplished Creative Director with a proven track record of developing and executing successful omnichannel creative strategies and collateral across a breadth of industries.
- Extensive experience in leading and inspiring cross-functional teams, fostering collaboration, and driving creativity and innovation.
- Demonstrated ability to manage complex projects from concept to completion. The strength to bring best-in-class brand experiences and engaging brand storytelling, while ensuring adherence to brand guidelines and delivering exceptional results within budget and timeline constraints.
- Deep understanding of market trends, consumer behavior, and emerging technologies, enabling the creation of impactful cutting-edge designs.
- Excellent communication, collaborative spirit, and strong presentation skills, with the ability to effectively articulate ideas, influence stakeholders, and build lasting client relationships.

ACHIEVEMENTS:





- National Gold Award of Excellence Scholastic Art Awards, award exhibited at the New York Museum of Art and the Washington D.C. Corcoran Gallery of Art
- Pacemaker Award for Excellence Journalism, photography, and design for *The Daily Iowan*
- 2019 Best Online Advertising Digital design, Boston Whaler Inc., "Prospecting Campaign"
- 2020 Neptune Design Award 'Print advertising, Email Marketing, Integrated Marketing and Online Advertising for Client Campaigns' (Boston Whaler, SeaRay yachts)

EDUCATION:

College: University of Iowa | Years: 2002-2006 | Degree: Bachelor of Fine Arts High School: Clarinda High School, IA | Years: 1998-2002 | Diploma: Yes

WORK EXPERIENCE:

INXEPTION | Cupertino, CA | August 2022 - October 2023

CREATIVE DIRECTOR



them into innovative design solutions that effectively communicated their brand message.

Oversaw the creation and implementation of brand guidelines, ensuring consistency and maintaining brand integrity across all internal and external communication collateral.

Managed the entire creative process, from concept development to final production, ensuring

· Developed and executed creative strategies across multiple channels, including digital, print, and social media.

evaluations provided constructive feedback

Collaborated closely with clients to understand their vision, objectives, and target audience, translating

CLIENTS:



- Canadian Solar Longi Solar
- Mission Solar
 - mSolar Sunpower
- Beko Appliances
- Big Tex Trailers Boston Whaler Bristol Cabinetry
- Employers Insurance
- Fisher & Paykel
 - Glenfiddich
- Hyundai Translead Larson Boats
- Lund Boats Oxford Capital Group
- Palm Beach Motor Yachts
- PJ Trailers • Precast Concrete Institute
- SeaRay Boats
 - TexTrail V Collective
 - Best of Chicago
 - Bulliet Bourbon Chicago Blackhawks
 - Chicago Cubs
 - Chicago Field Museum
 - · Chicago Food & WineFestival
 - CîROC Vodka
 - Johnnie Walker • Museum Science &
 - Industry Naperville Magazine

• Iowa Hawkeye Athletics

University of Iowa

ART DIRECTOR

Managed accounts and creative concepts for various advertising campaigns, designing product launches, and marketing

DINO MARKETING GROUP | Chicago, IL | March 2016 - August 2022

high-quality deliverables that met or exceeded client expectations.

opportunities for professional growth and development within the team.

- collateral, consistently delivering compelling designs that drove brand awareness and customer engagement. Collaborated with cross-functional teams, including copywriters, designers, and marketers, to
- ensure seamless integration of visual and verbal elements. Conducted market research and competitive analysis to stay informed of industry trends,
- emerging technologies, and design best practices, incorporating them into creative strategies
- Managed multiple projects simultaneously, prioritized tasks, and allocated resources effectively to meet deadlines and exceed client expectations.
- · Built and maintained strong client relationships, fostering trust and confidence in the agency's creative capabilities.

ART DIRECTOR & WEB DEVELOPER

CHICAGO MAGAZINE (TRIBUNE COMPANY) | Chicago, IL | January 2011 - March 2016 Developed strategic partnerships with clients such as Bulleit Bourbon, Tanqueray, Ciroc,

- Johnnie Walker, and prominent museums in the Chicago area.
- Led the creative direction, design, and development of print and digital assets, including advertisements, websites, and promotional materials.
- · Managed a team of designers and developers to ensure timely delivery of high-quality projects.

GRAPHIC DESIGNER

CHICAGO TRIBUNE | Tribune Tower & Oak Brook, IL | July 2007 - January 2011

- Worked on various client partnerships, including the Museum of Science and Industry, Northwest Memorial Hospital, and Chicago Gourmet. Created compelling visual designs for print and digital media,
- including advertisements, brochures, and event materials. Collaborated with cross-functional teams to meet client needs and maintain
- the highest standards of design excellence.

GRAPHIC EDITOR & DESIGN MANAGER

THE DAILY IOWAN | Iowa City, IA | June 2004 - May 2007

- Oversaw the graphic design department, managing a team of designers and ensuring the production of high-quality visuals for the newspaper. Led the redesign of the publication. Team won the prestigious
- Pacemaker Award for excellence in journalism, photography, and design.



