

JUSTIN L. JOHNS.

Creative Leader — Brand · Creative Direction · Applied AI

justin@justinljohns.com · 919.271.1485 · justinljohns.com · linkedin.com/in/justinljohns

01 / SUMMARY

Creative executive who builds brands and the systems that grow them. I pair senior creative judgment with hands-on technical depth — positioning and brand strategy, high-performing creative teams, and applied AI workflows that let small teams deliver at enterprise scale. Record includes 300% revenue growth, a stalled rebrand launched in under 90 days, and creative organizations built from zero.

02 / EXPERIENCE

Chroma Coatings — Chief Marketing Officer

2024–2025

- Researched customer personas and built the company-wide brand and marketing strategy.
- Implemented agentic-AI automations to streamline and scale workflows, letting a small team deliver faster, more efficient, and more accurate results.

RESULT → Repositioned the company from a strong residential background into a leading commercial business across the Southeast — 300% revenue growth and a 10x increase in project estimates.

OSG — Director of Digital Marketing

2020–2024

- Designed and built prototypes for EverView, OSG's flagship omnichannel product.
- Led design and development resources to consolidate 22 subsidiary websites under one uniform brand.

RESULT → Built the EverView prototype for a top luxury automobile company.

OSG — Creative Director

2020

- Brought up from a subsidiary company to lead a website rebrand launch running six months behind schedule.

RESULT → Took a fragmented design team and a disjointed rebrand project to launch in under 90 days.

WhatCounts — Sr. Director of Creative & Implementation

2019–2020

- Tapped to lead creative and implementation teams under a cohesive brand.
- Built and maintained production systems and tools for quality and efficiency.
- Developed client and vendor relationships to scope inbound projects and pitches; served as subject-matter expert for design and dynamic content.

RESULT → Merged two creative groups and successfully rebranded the new organization within ten months.

WindsorCircle — Creative Director

2014–2018

- Built, trained, and led a creative/implementation team supporting marketing strategists across 100+ clients, including L'Oréal, Levi's, New Era, Forever 21, PacSun, and Brandshop.
- Developed custom tools that cut cycle times by 80% while maintaining quality.
- Managed a studio team delivering 3,000+ email projects annually.

RESULT → Built an internal creative services department servicing \$1M+ in annual contract value while adding capacity across the organization.

Emissary Systems — VP of Development

2013–2014

- Developed websites and applications for clients across consulting engagements.
- Created and managed client marketing collateral as a brand advisor.

RESULT → Honed small-business strategy serving in both creative and development roles.

TrueParallel — Director of User Experience

2013

- Designed prototypes and user interfaces for iOS and Android applications.
- Outlined and annotated wireframes, site maps, and workflows for engineering delivery.

RESULT → Expanded into information architecture, app development, and UX in a large agency setting with offshore development teams.

Flagship Medias — Creative Consultant

1998–2013

- Planned, developed, and maintained websites for a range of clients.
- Contracted as Art Director for several local agencies.

RESULT → Gained durable business judgment as a small business owner.

03 / SKILLS

Leadership — Recruiting and developing teams · Brand strategy and development · Deadline-driven delivery

Craft — Typography · Color theory · User testing and interviewing · Wireframing · Prototyping

Tools — Adobe Creative Suite · Figma · Sketch · InVision · HTML/CSS/JS · Agentic AI workflows

04 / EDUCATION

BFA, Graphic Design — Liberty University