

# JUSTIN K. HITE

## Creative Strategist & Systems Thinker

Graphic Design, UX/UI, Brand Identity Systems

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Florence, KY (Greater Cincinnati Area) | Remote/Hybrid Availability

Portfolio Website: [www.justinhite.com](http://www.justinhite.com) | LinkedIn Profile: [www.linkedin.com/in/justinhiteart](https://www.linkedin.com/in/justinhiteart)

## PROFESSIONAL SUMMARY

Creative Strategist with 15+ years of experience building brand systems, digital experiences, and storytelling frameworks that connect. Skilled in leading design and UX work across fintech, e-commerce, SaaS, entertainment, and purpose-driven platforms. Expert at translating abstract ideas into strategic visual systems that drive growth and clarity. Combines emotional intelligence with structured thinking to shape brands, guide content, and lead creative direction that scales.

## CORE COMPETENCIES

Brand Identity & Logo Design • UX/UI Design & Wireframing • Content Strategy & Copywriting • Graphic Design for Digital & Print • Presentation & Pitch Deck Design • Web & E-Commerce Design • Creative Direction & Concept Development • Social Media & Marketing Campaigns • User Research & Usability Testing • Project & Workflow Management • Cross-Functional Collaboration • Regulatory & CMS-Based Content Systems

## EDUCATION

[Antonelli College of Art & Design](#) — Associate of Applied Business, Graphic Design  
*Summa Cum Laude* | *Alpha Beta Kappa National Honor Society*

[Northern Kentucky University](#) — Graphic Design, General Studies

## TOOLS & SOFTWARE

Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD, Premiere Pro, Bridge, Lightroom) • Figma • Canva • Squarespace • Shopify • Google Workspace • PowerPoint • Keynote • Asana • Trello • Slack • ChatGPT • YouTube Studio • GarageBand

## AWARDS & RECOGNITION

- CNBC “Disruptor 50” Recognition (SoLo Funds, 2023)
- Techstars Demo Day Feature (SoLo Funds, 2019)
- PGA of America Magazine Feature (Town Talk Headwear, 2015)

## PROFESSIONAL EXPERIENCE

### Content Analyst | Fidelity Investments | Covington, KY | 2023 - Present

- Maintained and edited structured content for retirement and workplace investing platforms.
- Ensured regulatory compliance, metadata accuracy, and accessible formatting within CMS workflows.
- Collaborated with peer teams to support governance, content QA, and publishing operations.

### Founder, Creative Director | Phoenixx Creative | Cincinnati, OH | 2010 - Present

- Built brand identity systems, pitch decks, and strategic frameworks for 50+ clients across industries.
- Led design execution on e-commerce launches, digital storytelling, and multi-platform campaigns.
- Directed creative initiatives blending branding, media, and live events across studio and client projects.

### Co-Founder, UX & Brand Strategy | Left Field Brands | Cincinnati, OH | 2019 - 2023

- Co-founded digital agency offering brand, UX, and product design services for startups and entrepreneurs.
- Produced investor decks, MVP brand systems, and digital marketing assets for internal and client projects.
- Led discovery, positioning, and content design across multi-sector launch campaigns.

### Senior UX/UI & Brand Designer | SoLo Funds | Los Angeles, CA | 2018-2019

- Led mobile UX/UI and visual branding for early-stage fintech app recognized by CNBC's "Disruptor 50."
- Supported \$10MM+ in startup funding with investor decks, user flows, and design systems.
- Executed research, wireframes, interface design, and full asset production for mobile launch.

### Tour Marketing Designer | Outback Presents | Nashville, TN | 2013 - 2018

- Designed concert tour campaigns (LED screens, posters, billboards, digital and print ads, merchandise) for nationally touring artists.
- Created cohesive visual branding featured in national venues, print publications, and digital platforms.
- Delivered turnkey marketing packages across multiple media formats for large-scale live events.

### Senior Designer & Creative Lead | Town Talk Headwear | Louisville, KY | 2014-2015

- Directed brand refresh and monthly campaign rollouts for national lifestyle and apparel markets.
- Designed PGA Magazine layouts, e-commerce content, and visuals for the PGA Merchandise Show.
- Rebranded trade show presence, developed digital assets, and mentored in-house design team.