

JUSTIN K. HITE

Innovative Senior Designer | Brand Identity • UX/UI • Strategic Visual Solutions

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PROFESSIONAL SUMMARY

Multidisciplinary designer with 10+ years of experience shaping creative strategy and driving design solutions across B2B SaaS, fintech, entertainment, and e-commerce. Expert in building bold, human-centered brands across web, product, and marketing platforms. Known for translating complex ideas into elegant visuals and scaling early-stage startups into nationally recognized brands.

PROFESSIONAL EXPERIENCE

Content Analyst | Fidelity Investments – Covington, KY | 2023 – Present

- Partner with Project Managers and Analysts to refine content for internal and external digital platforms.
- Ensure compliance and accessibility through clear content structure and hierarchy.
- Support UX improvements that align with workplace investing plans and client needs.

Founder & Creative Director | Phoenixx Creative (LLC) – Covington, KY | 2010 – Present

- Lead brand strategy and content for clients across fintech, e-commerce, and entertainment industries.
- Oversee UX/UI for web, mobile, and digital platforms; optimize engagement through data-driven design.
- Provide full creative direction from concept to launch, including digital branding and multimedia.

Senior UX/UI Designer & Digital Strategist | SoLo Funds – Los Angeles, CA | 2018 – 2019

- Redesigned mobile lending platform UX/UI, improving engagement and user retention.
- Built brand identity system and investor decks instrumental in raising \$10MM in funding.
- Created visual storytelling and marketing collateral for public and executive presentations.

Marketing & Creative Lead | Outback Presents – Nashville, TN | 2013 – 2018

- Directed creative for national touring events, including digital, print, and experiential visuals.
- Collaborated with event teams, sponsors, and artists to deliver high-impact campaigns.
- Produced branding for stadium shows, LED installations, and merchandise.

Senior Designer, Creative Lead | Town Talk Headwear – Louisville, KY | 2014 – 2015

- Led company-wide rebrand and developed new e-commerce UX/UI strategy.
- Produced print campaigns featured in PGA of America Magazine and national trade shows.
- Built and managed in-house design team; oversaw marketing collateral development.

CORE SKILLS & COMPETENCIES

- Graphic Design & Visual Storytelling
- Brand Identity & Digital Strategy
- UX/UI Design & Data Visualization
- Content Strategy & Thought Leadership
- Marketing & Campaign Development
- Creative Direction & Team Leadership
- Cross-Functional Collaboration & Stakeholder Engagement
- Project Management & Agile Workflows

TECHNICAL PROFICIENCIES

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD, Premiere Pro, After Effects)
- Figma, Sketch, InVision, Canva
- Microsoft Office, Google Workspace
- Apple iWork, Asana, Trello, Miro

WORKSTYLE & PERSONAL TRAITS

Independent and collaborative team contributor with a visionary mindset. Known for precision formatting, empathy, persistence, and adaptability. ENTP personality—logical, innovative, and solutions-focused.

EDUCATION

- Antonelli College of Art & Design – AAS in Graphic Design | Summa Cum Laude | 4.0 GPA | 2010
- Northern Kentucky University – Graphic Design Coursework | 2003 – 2005