

JUSTIN K. HITE



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Innovative Senior Designer and Visual Communicator *Specializing in Brand Identity, UX/UI, and Strategic Design Solutions.*

Expert in translating complex ideas into dynamic visual stories, engaging diverse clients across finance, technology, and entertainment. Recognized for delivering high-impact, user-focused design solutions from concept to execution, driving enhanced user engagement and brand growth through creative, strategic design.

EXPERIENCE

Financial Customer Associate

Fidelity Investments, Covington KY (2023 - Current)

- Implement company/client-structured needs for 401K and Retirement Plans.
- Deliver financial literacy and education, along with documenting core processes for user and associate research.
- Providing customer guidance for plan enrollment, investment elections / contributions; processing loans and withdrawals.

Owner, Designer

Phoenixx Creative, Covington KY (2010 - Current)

- Collaborate directly with clients and project managers to establish and meet creative goals that contribute to direct business growth and success.
- Brainstorm, conceptualize, and create content of the highest quality.
- Produce extended requests, including web, digital, mobile, audio / video production, live events.

Design Marketing Manager, UX/UI Designer

SoLo Funds, Inc., Los Angeles CA (2018 - 2019)

- Core brand design and development directly contributed to the company's first \$10MM in fundraising.
- Created and developed brand style guidelines, investor pitch decks, and launch of social media channels, and company website.
- Conceptualized and designed (UX/UI) for mobile applications on iOS and Android platforms.

Marketing Designer

Outback Presents, Nashville TN (2013 - 2018)

- Collaborated with performing artists, management teams, and third-party publications, contributing to the marketing team's success.
- Produced national live event tour campaigns, billboards, LED screens, and digital / print displays in venues, per client and artist specifications.
- Works published nationally across major cities in North America.

Senior Designer, Creative Lead

Town Talk Headwear, Louisville KY (2014 - 2015)

- Established the Creative Department, hiring and training the entire team.
- Led company's rebranding campaign and official online launch; developed company website, catalog, and product apparel line.
- Collaborated with executives and sales teams to produce design materials for social media marketing, web and e-commerce platforms, monthly print advertisements, and annual sales catalog, including monthly features in PGA of America Magazine.

SOFTWARE / SYSTEMS & APPS

Adobe: Illustrator, Photoshop, XD, InDesign, Premiere Pro, Lightroom, Bridge, Acrobat, Audition

Apple / iOS: iCloud, Keynote, Numbers, Pages, iMovie, Garageband

Microsoft: OneDrive, PowerPoint, Excel, Word, Teams, SharePoint, OneNote

Google: Drive, Sheets, Docs, Slides, YouTube Creator Studio

Misc: Sketch, InVision, Figma, Canva, Asana, Trello, Miro

EDUCATION

Antonelli College of Art & Design

(2009 - 2010)

Applied Associate of Science (AAS)

Summa Cum Laude, 4.0 GPA

Graphic Design

Northern Kentucky University

(2003 - 2005)

Graphic Design

QUALITIES

Workstyle: Independent project ownership, and team collaboration compatibility.

Personality Type: ENTP; highly-innovative, logical and adaptable; visionary.

Traits: Keen intuition and empathy, persistence, courage.

Values: Honesty, objectivity, equality, precision formatting and alignment.