



JUSTIN K. HITE

CREATIVE STRATEGIST & BRAND SYSTEMS ARCHITECT

GRAPHIC DESIGN • UX/UI • BRAND IDENTITY

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.

FOR TEAMS WHO NEED MORE THAN A TRADITIONAL DESIGNER.

50+

Clients served

15+

Years design experience

25+

Industries impacted

\$10MM

Investor fundraising design support



WHAT I BRING TO THE TEAM

BRAND & STRATEGY

Creative Direction
Identity Systems
Content Frameworks
Messaging Logic

DESIGN & EXECUTION

Visual Design
UX/UI Wireframes
Campaign Content
E-Commerce Experiences

DELIVERY & COLLABORATION

Presentation Design
Project/Team Systems
Agile & Creative Ops
CMS Ops & Workflows

TOOLS & TECHNICAL PROFICIENCY

DESIGN SUITE

Adobe Illustrator, Photoshop, InDesign, XD, Premiere Pro, After Effects, Audition

PRESENTATION

PowerPoint, Keynote, Google Slides

UX & PROTOTYPING

Figma, Canva, Adobe XD, Sketch, InVision

PLATFORMS & CMS

Squarespace, Shopify, Duda, Wix, Google Workspace, Tridion

CREATIVE PROFILE & WORKSTYLE

CATEGORY

Personality Type
Enneagram
Workstyle
Cognitive Strengths
Key Traits
Creative Beliefs
Values

INSIGHT

ENTP — Visionary, adaptable, strategic innovator
4w3 — Emotionally intelligent, driven, creative system-thinker
Independent project ownership with collaborative synergy
Intuition • Systems Logic • Emotional Insight • Rapid Synthesis
Persistent • Courageous • Empathetic • Precise
Clarity over chaos • Storytelling over trends • Meaning over polish
Honesty • Objectivity • Equality • Structural clarity

EDUCATION

Graduate of Antonelli College of Art & Design - Associate of Applied Business, Graphic Design
Alpha Beta Kappa National Honor Society, Summa Cum Laude

I'm a Creative Strategist with 15+ years of brand-building experience.
I architect systems, build narratives, and translate chaos into clarity.
I've helped brands raise \$10MM+, sell products, and win hearts.



SMOKE
#DDDCED



BLACK
#000000



COAL
#0000FF



TRUE BLUE
#333333



INDIGO
#9900FF



WHITE
#FFFFFF



JUBILEE
GRADIENT