

JUSTIN K. HITE

Creative Strategist & Systems Thinker

Brand Identity, UX/UI, Visual Design Solutions

Phone: (859) 630-1286 | Email: work.justinhiteart@gmail.com

Portfolio Website: www.justinhite.com | LinkedIn Profile: www.linkedin.com/in/justinhiteart

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

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, entertainment, SaaS, and community platforms.

Expert at translating abstract ideas into strategic visual systems that drive growth and clarity. Combines emotional intelligence with structured thinking to lead creative direction, shape brand identity, and design content ecosystems that scale.

CORE COMPETENCIES

Creative Direction • Content Creation & Storytelling • Brand Identity & Logo Design • UX/UI Design & Digital Strategy • Event Branding & Marketing • Advertising & Social Media Graphics • Web & E-Commerce Design • Corporate Reports & Presentation Design • Copywriting & Messaging Systems • User Research & Usability Testing • Project & Team 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 Studies

TOOLS & SOFTWARE

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

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

- Edited, reviewed, and maintained content for workplace investing platforms.
- Ensured regulatory accuracy and metadata consistency across structured content.
- Collaborated with peers on QA, governance, and accessibility reviews.
- Resolved broken links, updated components, and supported publishing workflows.

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

- Built brand systems, pitch decks, and content strategy for 50+ clients across fintech, music, retail, and nonprofits.
- Led end-to-end design on e-commerce, storytelling, and digital product launches.
- Helped multiple startup clients clarify messaging, improve engagement, and launch successful brand rollouts through strategy-led design systems.
- Directed experimental and collective-led creative ventures including gamification, branded media, and live event experiences.

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

- Co-founded creative agency offering UX, brand, and digital solutions to startups.
- Led internal product design, brand systems, and business development materials.
- Produced investor decks, client web builds, and MVP brand strategy.

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

- Spearheaded branding and mobile UX/UI for fintech app featured on CNBC's "Disruptor 50."
- Supported \$10MM+ in funding by designing investor decks, brand assets, and user flows.
- Delivered end-to-end mobile design: user research, wireframes, interface mockups, and branding.

National Tour 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 visuals and creative marketing assets featured in major venues and national publications.

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

- Directed brand refresh, catalog design, and national ad campaigns for lifestyle apparel.
- Designed monthly PGA Magazine spreads and national trade show visuals.
- Led booth redesign and promotional rollout for the PGA Merchandise Show in Orlando.
- Developed digital assets for e-commerce, product marketing, and in-house creative team.