

JUSTIN WINGET

37272 Aspen Drive
Farmington Hills, MI 48335
p: 312.882.2059
e: justin@justinwinget.com

**STRATEGIC, VISIONARY AND DRIVEN
BRAND EXECUTIVE WHO HAS LED
OMNICHANNEL CREATIVE, MARKETING,
OPERATIONS AND DIGITAL CONTENT
STRATEGIES FOR THE DETROIT PISTONS,
SAN ANTONIO SPURS, OHIO STATE
UNIVERSITY AND 130 + LEVY PROPERTIES
ACROSS NORTH AMERICA.**

Innovative leader with 19 years experience practicing strategic design thinking, high integrity leadership, and cross-disciplinary management. Demonstrated ability to lead disciplined marketing practices with a strong track record of producing strategically aligned, succinct, refined, and award-winning branded platforms. Brings demonstrated history of establishing both operational processes and implementing best practice tools and technologies. Carries deep understanding of market trends and user-based insights leading to unique, innovative, and relevant solutions. Proven credentials managing day-to-day operations of a cross-disciplinary studio, leading all strategic marketing and business development initiatives for hundreds of projects on behalf of key client relationships.

SIGNIFICANT ACCOMPLISHMENTS :

**DEVELOPED AWARD-WINNING CREATIVE
STRATEGIES FOR MANY OF THE BIGGEST
NAMES IN THE SPORTS, ENTERTAINMENT,
RESTAURANT, RETAIL, HOSPITALITY
AND HIGHER EDUCATION INDUSTRIES.**



SUBJECT MATTER EXPERTISE :

Leader across digital, graphic, editorial, UX/UI, motion, illustration, retail and environmental design, photography, and video production. Proven ability to inspire audiences to action by crafting succinct brand strategies which transcend media channels. Implements best practice operational trends to drive effectiveness and efficiency, and seeks out strong, positive working relationships with top creative design, marketing strategy, media, and production resources. Creates emotionally charged, holistic, experiential platforms by understanding and considering all consumer touch points.

CORE COMPETENCIES :

- Leadership
- Creative Direction
- Marketing Strategy
- Digital and Social Media
- Design Thinking
- Omnichannel Content Marketing
- Photography
- Brand Development
- Brand Management
- Retail Development
- Project and Traffic Management
- New Business
- Business Strategy
- Graphic Design
- UX / UI Design
- Editorial Design
- Environmental Design
- Video Production
- Analytical Research
- Print Production
- Presentation Development
- Public Speaking

- Recognized by AdWeek for Spurs 2019/20 schedule release campaign
- Led planning for the number retirement nights of Spurs legends Manu Ginobili and Tony Parker
- Led uniform and court design efforts for the Spurs 2020/21 and 2021/22 seasons
- Photography featured in prominent content publications like USA Today, Food + Wine, and The Ohio State Alumni Magazine
- Instrumental in driving strategic vision for 50+ successful marquee new business and client retention opportunities while at Levy
- Envisioned, produced, and directed award-winning nationally televised PSA commercials for Ohio State University
- Recognized for strong leadership skills as Creative Director at Levy Restaurants; named to their 2014 "Dream Team," an award given to only one of 250+ home office employees each year
- Managed all creative efforts to for a billion-dollar company with 120+ unique locations
- Creative Director for Fresh Moves, a 2011 Chicago Innovation Award winner
- Selected to create a new identity program for the marquee Learfield Directors' Cup

BRAND EXECUTIVE CAREER HISTORY:

DETROIT PISTONS



CREATIVE DIRECTOR | 03/21 - Present | Detroit, MI

- Lead team of designers and project managers to envision and produce the gamut creative needs across social media, game presentation, marketing, partnerships, retail, membership services, ticketing, facilities, and basketball operations.
- Oversee high volume creative studio to drive operating effectiveness, deadline orientation, and brand consistency
- Launch and ongoing management of photo, video, and brand asset portals
- Management of in-house print production studio

SPURS SPORTS AND ENTERTAINMENT



CREATIVE DIRECTOR | 11/2018 - 07/2020 | San Antonio, TX

- Led a best-in-class team of graphic and motion designers, copywriters and project managers
- Instituted best-in-class creative tools, technologies and processes for high volume studio
- Developed digital brand standard platforms for franchises and assumed brand management responsibilities
- Managed uniform and court design efforts for the Spurs 2020/21 and 2021/22 seasons
- Led SS&E organizational rebranding efforts

LEVY STRATEGY + CREATIVE GROUP *Levy*

SR. CREATIVE DIRECTOR | Strategy + Creative Group | Jan. 2015 to July 2016 | Chicago, IL

- Promoted to Sr. Creative Director in 2015 after being named to the "Levy Dream Team" in December 2014, a prestigious recognition awarded to just one of 250+ home office employees each year
- Led strategic creative development for 12 successful new business and/or client retainment pitches, including new marquee sports and entertainment venues such as Atlanta's Mercedes-Benz Stadium and T-Mobile Arena in Las Vegas
- Spearheaded concept development for three of Levy's flagship restaurants in Chicago and Walt Disney World

CREATIVE DESIGN DIRECTOR | Jan. 2009 to Dec. 2014

- Oversaw a range of strategic initiatives focused on new business, global innovation and master planning efforts
- Accountable for the gamut of internal and external creative disciplines inclusive of graphic, environmental, motion, and UX/UI design, photography, video production, interior architecture, print production, project management, and retail merchandising
- Developed proprietary asset and project management portals
- Led strategic creative development for 25+ successful new business and/or client retainment pitches, including Brooklyn's Barclays Center, The Chicago Cubs and The Detroit Lions
- Led master planning projects for the likes of Squaw Valley, Mammoth Mountain, The Orange County Choppers and others

CREATIVE COMMUNE



JR. GRAPHIC DESIGNER | Oct. 2003 to March 2005 | Chicago, IL

- Developed campaigns for CPG companies such as Kellogg's, Rust-Oleum, Urban Accents and Thermasilk

JUSTIN WINGET CREATIVE



Principal (Freelance) | 06/2003 - Present | Remote

- Led e-commerce brand development for the Tampa Bay Rays
- Envisioned and developed the Bodies Burger brand in conjuncture with Walt Disney World and Pollo Compero
- Rebranded the Levy Restaurants motorsports division
- Led brand development for the Learfield Directors' Cup
- Developed portable program for the new Austin FC Stadium
- Envisioned restaurant brands for MGM Resorts in Las Vegas
- Mid-Ohio and Texas Motor Speedway photographer
- Developed other creative projects for clients like The J.M. Smucker Company, WATT, MOV3, and Lightbulb LLC

THE OHIO STATE UNIVERSITY



ASSISTANT VICE PRESIDENT OF CREATIVE AND MULTIMEDIA

July 2016 to Nov. 2018 | Columbus, OH

- Managed team of UX/UI/digital designers, editorial designers, brand managers, motion graphic designers, production artists, illustrators, photographers and video producers
- Developed campaigns and content programs for Advancement and the Ohio State Alumni Association inclusive of @OhioState social media channels, osu.edu, and Ohio State Alumni Magazine
- Top level University brand management through brand toolkits, standards and review protocols

SR. GRAPHIC DESIGNER | Jan. 2007 to Dec. 2008

- Developed design strategies for the Harley-Davidson Museum and Nickelodeon Universe, among others

GRAPHIC DESIGNER | March 2005 to Dec. 2006

- Hired to help the company develop a point-of-difference in the ultracompetitive sports, entertainment and restaurant industries
- Successfully helped secure new business deals with the Florida Marlins, Seattle Seahawks, Milwaukee Bucks and Cleveland Browns, among others

EDUCATION



BFA IN GRAPHIC DESIGN W/ PHOTOGRAPHY SPECIALIZATION

Bowling Green State University

Bowling Green, OH | 2003