

JUSTIN NOVICK

CREATIVE DIRECTOR // DESIGNER // STORYTELLER
JUSTINNOVICK.COM // JUSTIN.NOVICK@GMAIL.COM

EDUCATION

NORTHEASTERN UNIVERSITY // BOSTON, MASSACHUSETTS
BACHELOR OF SCIENCE GRAPHIC DESIGN // MARCH 2002

Honors include: Graduated Cum Laude. Samuel Bishop Award for Outstanding Graphic Design Student, Meserve Scholarship, Golden Key National Honor Society, Academy of the College of Arts & Sciences, Dean's List Honors. Northeastern University Honors Program, NU Art & Architecture Society

SKILLS

// Presenting, Selling Creative	// Presentation Design
// Graphic Design	// Typography
// Creative Strategy	// Conceptual Thinker
// Art Direction	// Strategic Thinker
// Photo Direction	// Mentoring
// Brand Identity	// Talent Developer
// Brand Strategy	// Leadership
// Social Media Strategy	// Team Building
// Creative Problem Solving	// Organization

INTERESTS

Maps, history, nature, technology, family, art.
Passionate about Arsenal Football Club.

EXPERIENCE

JUSTINNOVICK.COM // MOODUS, CONNECTICUT
CREATIVE DIRECTOR // MARCH 2016 – PRESENT

Developed brand and creative campaigns for international and local businesses and institutions including Google, media.monks, Staples, BlueSnap, TSYS, and Cayan.. Work includes omni-channel marketing and creative campaigns, website consultation and design, full brand refresh including fleet of vehicles, photoshoot art direction, themed corporate tradeshow and parties.

STAPLES INC // FRAMINGHAM, MASSACHUSETTS
SENIOR DESIGNER // FEBRUARY 2010 – FEBRUARY 2016

Head designer for Staples Copy&Print business unit. Brainstormed, created, pitched and executed major advertising campaigns. Deliverables included store signage for over 1,400 locations, web pages, consumer and salesforce emails and marketing materials. Art directed photoshoots and post production imaging. Partnered with stylists and print production.

BAREFOOT BOOKS // CAMBRIDGE, MASSACHUSETTS
GRAPHIC DESIGNER // JULY 2008 – APRIL 2009

Created all marketing design work for award winning, international children's book company. Teamed with environmental designer to fashion signage and corresponding printed materials for flagship store at FAO Schwarz in Manhattan. Assisted in conceptualizing and constructing original displays for trade show booths.

NORTHEASTERN UNIVERSITY // BOSTON, MASSACHUSETTS
LECTURER // JANUARY 2003 – JUNE 2008

Instructed two sections per semester of an undergraduate class at nationally recognized graphic design department. Course taught students importance of design theory with focus on critique skills and decision making. Rewrote course curriculum during university wide semester conversion.

PEARSON EDUCATION // BOSTON, MASSACHUSETTS
GRAPHIC DESIGNER // APRIL 2002 – JUNE 2008

Designed collegiate textbook covers and marketing materials for large global company. Collaborated with editors, authors, printers and other designers on tight schedule. Designed and managed multiple large textbook series. Designs recognized by two Graphic Design USA American Graphic Design Awards, and five Bookbuilders of Boston design awards.

CODE LONDON // LONDON, ENGLAND
JUNIOR DESIGNER // JUNE 2000 – DECEMBER 2000

Developed concepts for large international marketing and design agency. Executed design and copy changes to layout spreads based on Art Director's instructions. Participated in daily creative solution sessions, identifying strength and weaknesses in designs.