

Justin V. Lau

Digital and Creative Director

Digital/Creative Director and visual storyteller with 25+ years of experience leading design teams and creating high-impact visual content for global organizations. Skilled in transforming complex information into compelling visuals across various media, including images, presentations, websites, and videos, with a proven track record of using visual content to boost engagement, drive business growth, and achieve organizational goals.

EXPERIENCE

Jan 2022 **Head of Visual Communications**

to *Exscientia.; Oxford, UK/ New York, USA*

Present

- **Brand Strategy:** Develop and execute a global visual communication strategy, elevating the organization's brand and research impact across multiple platforms
- **Staff Leadership:** Lead a diverse team of designers, multimedia specialists, and content creators to produce visual assets for presentations, scientific posters, social media, website, and videos
- **Visual Content Creation:** Collaborate with Investor Relations and Research Teams to interpret complex scientific data and craft engaging visuals that effectively communicated findings to various audiences
- **Brand Management:** Develop, update, and oversee company brand assets and digital libraries across multiple offices, ensuring accessibility, consistency, and compliance with brand guidelines
- **Vendor Management:** Manage external agencies to enhance capacity and meet internal needs
- **Data Informed:** Use data-driven insights to implement improvements in the effectiveness of visual and other communication strategies

Jan 2019 **Director of Digital and Creative Services**

to *TYME Inc.; New York, NY*

Jan 2022

- Amplified brand presence through strategic digital content marketing initiatives, achieving a 400% increase in website traffic and a 600% boost in social media engagement
- Successfully elevated the company's Google ranking from page 6 to the top position through organic growth, without relying on paid media
- Produced engaging visual content for tradeshow booth, presentations, scientific posters, videos, supporting research and promotional activities
- Led the planning and execution of marketing campaigns aimed at increasing clinical trial participation and raising awareness of research breakthroughs contributing to a 1000% growth in clinical trial signup
- Worked with scientific and marketing teams to develop visually compelling materials that effectively communicated complex research findings and clinical trial information
- Conduct comprehensive competitive analysis and strategic insights to identify market gaps and opportunities, enabling the brand stays ahead of its competitors
- Managed daily content creation, curation, scheduling, and ensuring alignment with brand voice and marketing objectives

CONTACT

Portfolio

justinlaudesign.com

LinkedIn

<https://www.linkedin.com/in/justinlau/>

Email

JustinLau.design@gmail.com

Phone

+1 (281) 221-3838

SKILLS/SOFTWARE

AI Software: 3D Spline, Blender, Leonardo AI, ElevenLabs, Midjourney, HeyGen, TTSOpenAI, Augie

Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Acrobat Pro, Lightroom, Bridge, Spark, Firefly, Premier Pro, After Effects, and Audition

Microsoft Office and Keynote:

Creating and modifying templates for corporate brand identity; specialist in creating impactful presentation

Sketch and Adobe XD: Creating mockups, wireframes, and prototypes for websites/products, focusing on UX and UI design and experiences

AutoCAD: Creating detailed 2D and 3D designs, technical drawings, and architectural plans, while ensuring precision and adherence to industry standards

EDUCATION

University of Houston Gerald D. Hines College of Architecture

- Bachelor of Architecture
- Bachelor of Environmental Design

Jun 2014 **Creative Director**
to *JDRF International; New York, NY*

Jan 2019

- Shaped creative strategy and execution from conception through production to align with JDRF brand positioning, marketing objectives, and fundraising goals
- Developed creative strategies that drive community engagement and increase donors and donations
- Maintained the strength and integrity of the brand across communication channels, including print, video, digital, mobile, and events
- Developed creative design concepts and approaches that met the needs of 70+ Chapters, creating a Digital Asset Management system
- Oversaw multiple projects through execution across multiple channels
- Managed and coached a team of designers and freelancers, fostering collaboration, innovative thinking, and constructive feedback
- Collaborated closely with the AVP of Creative and Digital and Senior Project Managers to manage creative and production resources
- Ensured the delivery of quality products and services on schedule and within budgeted cost parameters

Jan 2007 **Art Director**
to *Peppercomm; New York, NY*

Jun 2014

- Led the design and production of print, identity, packaging, multimedia, digital, video and storyboarding
- Responsible for the brand's overall aesthetic viewpoint and interpretation
- Oversaw design and task fulfillment as Creative Director
- Trained, supervised, and provided art direction to junior designers
- Managed vendors and served as client liaison
- Created and maintained production schedules and budgets
- Coordinated and executed shoots and press checks
- Designed information architecture and user interface for on-screen applications

Sep 2005 **Graphic Designer/Production Designer**
to *Adcetera Design Studio; Houston, TX*

Jan 2007

- Liaised between the design/creative team and production artist while collaborating with copywriters
- Ensured brand representation and quality control of brand rules and guidelines for AIG; and an understanding of EBS
- Created layouts and designs of AIG Corporate and HP collateral in the office: Pieces include publication ads, product and consumer guides, spec sheets, direct mail, pocket folder, email blast, web headers, trade booths, and rate books
- Designed retail POS displays, banners, print collateral for stores such as Best Buy, CompUSA, and OfficeMax

May 1999 **Designer/CAD Architecture Designer**
to *Gensler Studio 585; Houston, TX*

Mar 2005

- Created signage, wayfinding, identity, branding and print designs
- Designed and produced a variety of print pieces such as catalogs, posters, flyers, proposals, annual reports and ads
- Produced large scale presentational/graphic banners as required per projects
- Attend press checks and review shop drawings as required per projects
- Developed architecture sign and graphic systems in corporate, aviation, transits, education, retail and entertainment
- Oversaw and managed graphic/ branding projects such as Shell and BP ensuring high quality standards, meeting required budget and deadlines
- Collaborated with interior designers in selecting color/interior finishes