

Justin V. Lau

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New York, NY

VP-Level Creative Lead | Brand Strategist | Digital Innovator

Creative executive with 15+ years leading brand transformation, digital content systems, and global teams across healthcare, tech, B2B and B2C sectors. Proven track record developing and executing multi-channel marketing strategies and brand campaigns that drive measurable business growth and ROI. Expert in storytelling, design systems, and cross-functional collaboration to support growth, retention, and innovation.

Professional Experience

Head of Visual Communications

Recursion (formerly Exscientia) | Global | Jan 2022 – Apr 2025

- Led global creative strategy for AI drug discovery company, accelerating brand growth; supported \$730M+ fundraising and 5x increase in brand recognition during scale-up.
- Directed “Future of TechBio” merger campaign integrating brand identity across digital, social, and investor channels; tripled stakeholder engagement and generated 45M+ global press impressions.
- Orchestrated NASDAQ Times Square billboard and post-IPO tradeshow presence, boosting earned media 3x and stakeholder engagement 200%.
- Translated complex scientific and financial data into clear, visual narratives, improving comprehension by 35% and audience engagement by 20% across scientific, executive, and investor groups.
- Collaborated on IPO content strategy, aligning visual storytelling with compliance requirements; improved investor content clarity by 60% and supported a successful \$510M public offering.
- Managed cross-functional Airtable systems for HR, IR, Communications, Product, and Executive teams; streamlined asset tracking, onboarding, events, and workflows—cutting manual coordination by 40% and improving visibility.
- Built scalable design systems spanning 30+ brand touchpoints, improving consistency and reducing production errors by 40%.
- Standardized presentation design templates, championing visual clarity; reduced review cycles by 25% and improved delivery speed by 30% across teams.
- Revamped multimedia content strategy, leveraging data storytelling and visual formats; increased C-level presentation adoption by 40% across global markets.
- Launched three multi-channel brand campaigns quarterly, achieving 35% average engagement across LinkedIn, YouTube, X, intranet, and global events.
- Redesigned corporate website using Figma and Webflow; optimized UX and partnered with engineers to boost engagement by 35%.

Director of Digital and Creative Services

TYME Inc. | New York, NY | Jan 2019 – Jan 2022

- Directed creative content strategy and growth initiatives, aligning investor messaging across 5+ channels to achieve a 40% lift in post-IPO investor engagement.
- Activated milestone moments, including Post-IPO tradeshow launch and NASDAQ Bell Ringing; increased brand visibility through a 250% lift in social impressions and 3x event engagement through multi-channel marketing.
- Developed modular brand toolkits for product, HR, and IR teams, reducing reliance on external design support and cutting turnaround time for comms assets by 50%.
- Launched SEO-informed content hubs and optimized metadata and UX for investor and corporate sites; drove a 200% increase in organic traffic and boosted content discoverability.
- Designed targeted digital patient recruitment campaigns, increasing clinical trial enrollment by 1000%, demonstrating ROI-driven marketing.
- Consulted on investor messaging frameworks, refining narratives for earnings and funding updates, improving investor clarity.
- Audited and upgraded accessibility systems across brand properties; increased WCAG 2.1 compliance by 90% and expanded usability for multilingual and assistive tech users globally.

Director, Creative Services

JDRF International | New York, NY | Jun 2014 – Jan 2019

- Improved creative strategy and campaign execution that helped raise \$1.3B, deepening donor engagement through data-driven storytelling and agile content workflows.
- Directed flagship fundraising creative for Walk and Ride programs, leveraging integrated multi-channel storytelling to drive 50% of annual revenue across 80+ regional markets and contribute to JDRF's \$775M+ in event fundraising during my tenure.
- Spearheaded national brand consistency, overseeing creative execution across 80+ platforms and maintaining a 98% brand integrity score.
- Launched rebranding and modular content systems that empowered 80+ chapters to deploy campaigns faster and with greater local impact.
- Implemented Salesforce and HubSpot automations, increasing donor targeting accuracy by 50% and driving a 30% lift in conversion rates across multichannel campaigns.
- Optimized campaign performance with analytics and sponsor collaboration, driving 40% increase in engagement, 35% higher reach, and 25% boost in ROI quarter-over-quarter.
- Developed national initiatives such as the "T1D Looks Like Me" campaign, creating immersive storytelling experiences that increased awareness and retention.
- Streamlined digital asset management tools and templates, contributing to a 400% improvement in field office productivity.
- Built and mentored a high-performing creative team, reducing turnover by 60% and accelerating campaign turnaround by 45% through agile workflows and cross-functional leadership.

Creative Director

Peppercomm | New York, NY | Jan 2007 – Jun 2014

- Managed and led integrated campaigns for major clients including WebMD, Medscape, EY, and Tyco, delivering measurable outcomes including a 3x increase in client satisfaction and repeat business.
- Boosted WebMD's digital engagement by 25% with an app-based content strategy.
- Modernized wayfinding systems, branded interiors, and immersive storytelling environments, increasing visitor dwell time by 35% and improving customer satisfaction scores by 40%.
- Executed corporate video series and rebrand initiatives across print, digital, and spatial platforms, contributing to a unified brand presence and a 50% boost in stakeholder trust score.
- Started creative workflows with Trello/Basecamp and mentored cross-functional teams, reducing project delivery timelines by 20%.

Core Skills

Creative Leadership: Global team management, mentorship, cross-functional collaboration

Brand Strategy & Multi-Channel Marketing: Brand identity, storytelling, UX/UI design, design systems, video, integrated marketing campaigns driving measurable growth

Tools & Software: Adobe CC, Figma, Webflow, Sketch, Blender, Canva, AutoCAD, Keynote, PowerPoint, Google Slides

AI & Innovation: MidJourney, Leonardo AI, HeyGen, AI-enhanced content creation

Marketing & Analytics: SEO, A/B testing, performance marketing, audience targeting, Google Analytics, Lighthouse

Healthcare Communication: Clinical trial recruitment, patient education, scientific visualization

Education

University of Houston – Gerald D. Hines College of Architecture
Bachelor of Architecture | Bachelor of Environmental Design

Portfolio

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