

Justin Engel

Senior Graphic Designer

Charlotte, NC 28202 • (704) 307-3831

info@JustinEngel.com

www.linkedin.com/in/justin704

Areas of Expertise

- Graphic Design
- Creative Leadership / Innovation
- Visually-Impactful Results
- Photography / Web Design
- Logos / Icons / Typography
- Branding Modernization
- Marketing Solutions
- Client Relations / Success
- Technology / Design Software
- Client Consultations
- Vehicle Wraps
- Influencer Partnerships
- Package Design
- Promotional Materials
- 3D Printing / Woodworking
- Adobe Creative Suite
- Microsoft Office Suite

Education

Bachelor of Fine Arts

Concentration: Photography

Minor: Art History

UNC Charlotte (2013)

Additional Experience

Inside Sales / Marketing Rep

U.S. National Whitewater Center

Special Needs Supervisor

The Arc of North Carolina

Affiliations

Society for Experiential Graphic Design

Mint Museum Champion Member

Summary

Detail-focused and success-driven Senior Graphic Designer with expertise in leading and executing projects and creating visually stunning designs that align the organization's brand identities to meet client objectives. Skilled in leading the design process from concept to completion delivering custom, innovative designs that boost product awareness and company presence within a competitive market. Experienced in working across various mediums including print, digital, and social media channels. Highly proficient in compelling packaging, typography, color theory, layout principles, and visual hierarchy

Professional Experience

JUSTIN ENGEL CREATIVE, Charlotte, NC

2008 - Present

Graphic Designer

Optimize client satisfaction by conceptualizing, developing, and creating visual designs that effectively communicate the desired message. Assist in obtaining competitive brand positioning by delivering high-quality print, digital, and web graphics that accompany promotional and marketing materials. Key advisor on developing and maintaining a corporate brand identity with consistent logos, color palettes, typography, and visual guidelines across all platforms.

- Offer diverse options including package design, web services, and photography; maintain open communication regarding project progress.
- Accelerate results and drive satisfaction across a portfolio of high-grossing clients including Triple C Brewing Company, Velaris Psychology, Next Level Solutions, SnipWell Spay & Neuter, Low Country Restaurant Equipment and Sales, JMB Tax PLCC, CrossFit Mecklenburg, and HydroPros Power Washing, among others. (full portfolio available upon request)

TRIPLE C BREWING COMPANY, Charlotte, NC

2014 - 2022

Lead Graphic Designer | Sales Manager

Served as a driving force behind rapid revenue growth with well-received packaging, cutting-edge marketing strategies, high-end marketing materials, and solid relationship-building. Expanded a network of influencers, industry-leading retail chains, corporate organizations, and breweries to collaborate on increasing brand awareness. Secured a competitive edge by staying updated on emerging industry trends and using typography that was popular among consumers.

- Headed the entire design process from initial consultations and sketches to the final design and application of multiple vehicle wraps.
- Increased organic consumer traffic for regional taprooms by creating coasters that effectively capture images of well-known landmarks.
- Achieved YOY revenue growth by collaborating with managers, retailers, distributors, and large-box stores on inventive marketing materials.
- Significant contributor to the brewery expansion from 1K barrels of beer sold to 9.5K barrels sold within 1 year due to exceptional sales acumen.