
CONTACT	EMAIL justin@ctreedesign.com	LOCATION Phoenix, Arizona
	NUMBER 602 931 9327	
	SITE : https://ctreedesign.framer.website	LINKEDIN linkedin.com/in/justinctree

EXPERIENCE	GoDaddy Associate Creative Director, Digital	NOV 22 - PRESENT
	<p>Creative lead over digital experience. Emphasis on brand, visual assets, product advertising, campaigns, and site design direction. Mediums such as social, site, motion/online video and brand development. Working with UX/Product/Advertising teams to create consistent experiences across all digital touch points of our brand. Curating holistic product campaigns, style guides, and visual assets for UX, and brand.</p>	
	Stripe Associate Creative Director	JAN 22 - NOV 22
	<p>Managed a small team of creatives and external agency partners while collaborating with brand design and marketing to create campaigns and direction for digital, social, and growth ad platforms. Established brand guidelines and design systems for motion, demand gen advertising, and photography direction. Partnering with other creative leads to direct Stripe's brand through workshops, docs, and off-sites.</p>	
	GoDaddy Sr Art Director	AUG 18 - JAN 22
	<p>Lead a team of visual designers, motion designers, and external agency resources while collaborating with brand and GTMs to create advertising campaigns for social, digital, and traditional platforms. Acted as the creative lead for all brand social and digital advertising. Was an SAD on the team that rebranded GoDaddy holistically. Worked on things such as brand identity, illustration, photography, motion, and social. Establishing brand systems and guidelines for internal use. Directing and working with our design, marketing, product, and social teams to ensure brand consistency across all touch-points</p>	
	Adidas Creative Lab (Arizona State) Design Director	JUL 17 - AUG 18
	<p>Created large scale design systems, templates, and campaigns for ASU Athletics. Collaborated with ASU, to ideate and concept full funnel ad campaigns, digital and social content. Worked with athletes and affiliates to craft unique moments and in-game experiences. Managed a team of designers and content creators. Ensuring our digital presence was always active and on trend. Helped re-design and concept uniform designs for ASU/Adidas FB.</p>	
	LaneTerralerver Art Director	JUL 15 - AUG 17
	<p>Lead a team of designers, editors, and developers while leading creative direction for global brands like Gore-Tex®, NFL, Toyota, Ly and Lu hansa. Ideating and concepting bold campaign ideas for traditional and digital advertising. Cra ed multiple content series and brand social activations. Won 7 different ADDY awards for brand, social, and advertising campaigns.</p>	

EDUCATION**Arizona State University, Herberger Institute for Design
Bachelor's Degree, Visual Communication**

2010 - 2014

Participated in extracurricular events, such as Pixelshow (2009/2010)
Pentagram ABC design Conference (2010) Design Show ComputerArts (2011) .
AIGA Portfolio Review (2010-2018)

AWARDS

2020 . Top Graphic Design Trends	GODADDY
2019 . Featured Graphic Design, Addy Awards	GODADDY
2019 . Indigo Award Winner, Brand Design	GODADDY
2019 . Digiday Gold, Brand Social	GODADDY
2019 . Digiday Silver, Brand Content Series	GODADDY
2018 . American Advertising Federation, Digital Campaign, Gold	GODADDY
2016 . American Advertising Federation, Ad Campaign, Gold	ADIDAS/ASU
2016 . American Advertising Federation, Design Systems, Gold	GORE-TEX
2017 . American Advertising Federation, Best of Show, Gold	GORE-TEX
2017 . American Advertising Federation, Social Content Series, Gold	GORE-TEX
2016 . American Advertising Federation, Ad Campaign, Silver	GORE-TEX
2016 . American Advertising Federation, OOH, Silver	NFL
2016 . American Advertising Federation, Digital Campaign, Silver	NFL

BRANDS

GoDaddy
Stripe
Amazon
PayPal
Nike
Adidas
NFL
Gore-Tex
The North Face
Toyota
Disney
Pixar
Noom
Pepsi

