

Justin C. Lanier

Justin.c.lanier@gmail.com – 980-621-0024 – Clemmons, NC <https://justinlanier.wixsite.com/portfolio>

As a versatile mixed media artist, I enjoy producing visually compelling art work for all the reasons we love life. Adept at leveraging strong critical thinking and excellent interpersonal skills to implement effective solutions that deliver successful outcomes. With a track record of leading teams and collaborating with diverse groups. I am experienced with agency and client management, production workflow management to create impactful marketing elements and social media content using

SKILLS & INTERESTS

- **Skills:** Graphic design, Illustration, Brand marketing management, Art Direction, Color theory, Adobe Creative Cloud, Visual balance and harmony, Content creation, Storyboarding, Creative ideation, Branding management, Videography, Cinematic storytelling, Film production, Editing, Talent direction, C-suite relations, Strategic Planning, Forecasting
- **Interests:** Carpentry, Painting, Spending time with my kids, LEGO, Soccer, Gaming, Meditation, Swimming

WORK EXPERIENCE

Minifigure Display Shelf #2x48s

Designer & Manufacturer
NC

11/18 – Present

Clemmons,

- I developed and brought to market a new home organizational product to help families and collectors manage their LEGO minifigure collections.
- I regularly produce online videos and graphic designs as content for social media to advertise the Minifigure Display Shelf #2x48s as a unique, aesthetically pleasing and easy to hang shelf for displaying LEGO & Mattel MEGA minifigures without damaging their walls. Minifigshelf.com

Frank Gibson Films

Puppeteer
TN

03/24

Chattanooga,

- On set art department assistant and puppeteer for multiple characters in upcoming TV documentary detailing the origins of the 90's jam band centric H.O.R.D.E Festivals.

City of St Helens

Graphic Designer
Helens, OR

01/16 – 09/18

St.

- Designed the city's retail business, tourism and marketing brochure with accompanying city map for shopping and promotion of their annual "Spirit of Halloween Town" event in St. Helens Oregon.

Berry Global**06/13 – 11/15***Illustrator / Conceptual Artist**Charlotte, NC*

- Designed their global HR change management learning map and multi-language training materials.
- Developed Berry's logo and brand design to promote the company's internal six sigma program.

Spectrum**09/13 – 02/14***Graphics Producer**Charlotte, NC*

- Contracted by Time Warner to design a variety of video and graphic assets, online ads, banners, webpages and logos for client approval and online advertising.

Lowe's Companies**05/07 – 04/13***Television & Social Media Video Producer**Charlotte, NC*

- Directed exploratory video projects to develop SOPs that delivered home improvement content via new online channels, connecting consumers to the Lowe's brand. Auditioned, cast and directed real Lowe's store employees from across the country to host "How To" videos for Lowe's YouTube Channel.
- I was the Art Director for a crew of animators, editors and motion graphics professionals. By fostering an agency style work environment, focused on cross department collaboration we were able to produce 100 short format videos in under six months.
- To develop new work flows and state-of-the-art video communications, I oversaw the production budget, managed the logistics of purchasing and installation of new hardware and software, and video equipment. By leveraging new technologies outside the existing framework, we were able to meet and exceed Lowe's business needs.
- Over the years my list of duties included: studio and field camera operator, audio mixing, video editor, motion graphics designer, lighting, video delivery programmer, client relations, archivist, project travel logistics and crew budget management.

Raffaldini Vineyards & Winery**06/05 – 05/07***Building Designer & Sales Rep**Ronda, NC*

- Worked with vineyard owner to design architectural concept drawings of Villa Raffaldini, a 6,000 square foot tasting room and event venue inspired by old world architecture. Later I served as the onsite print and web graphic designer and photographer for live events and tastings.

EDUCATION**University of North Carolina School of the Arts****05/03***BFA, Film Production Design**Winston-Salem,**NC*

- GPA 3.4 – Interned as Assistant to the Art Director on the 35mm short film "Two Soldiers", the 2003 Oscar award winner for best short.