

JULIAN GRIMES

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423.255.9169

SENIOR STRATEGIST

An experienced strategist with a background in UX design and art direction. I've successfully built and implemented effective brand and innovation strategies, visual identity systems, and product architecture. I am truly passionate about working with designers and client teams to transform insightful ideas into dynamic brand strategies, campaigns and business solutions.

Capabilities

Strategic Communications
Brand Identity Systems
Primary and Secondary Research
Quantitative Data Analysis
Creative Briefing
Concept Development
Creative Direction
Brand Design
UX/UI Design
Project Management

Education

Virginia Commonwealth University, Brandcenter . 2017 - 2019
M.S. Business, Branding/Strategy

University of North Carolina at Charlotte . 2001 -2007
B.A. Art - Graphic Design
B.S. Mechanical Engineering

Experience

Senior Strategist

TBWA\Chiat\Day LA, Los Angeles, CA

May 2022 - Present

Led Jack in the Box's first new market expansion in over ten years into Salt Lake City and Louisville, KY, with record breaking first month sales

- Strategic and campaign development and in-market audience/qualitative research
- Salt Lake City stores outperformed the previous record-setting new market opening by 66%

Launched new holiday campaign, 24 Days of Jackmas — 24 days of deals exclusively for rewards members

- Same-store sales rose by 11% during holiday promotion
- Achieved recorded breaking December sales system wide

Kicked off strategic development for new value platform and value menu campaign

Crafted brand values and guiding behaviors to lead Jack in the Box creative development during fiscal year planning.

- Conducted secondary research to support the strategic and creative process
- Design qualitative stimulus for consumer research to prove out brand positioning

Clients: Jack in the Box; DesignXDisruption: DirecTV; New Business

Strategic Planner

The Martin Agency, Richmond, VA

Nov 2020 - May 2022

Managed Buffalo Wild Wings performance marketing and social planning

- Authored and presented creative briefs for product windows based on client marcom calendar
- Launched exclusive new beverage and cocktail, and wing sauces flavors in partnership with Mtn Dew and Doritos
 - Mtn Dew Legend and Legendary Long Island; Doritos Flamin' Hot Nacho and Spicy Sweet Chili flavored sauces
- Partnered with social media team to craft social playbook and define role of organic social
- Designed cultural moments calendar to guide social media community management

Owned creative strategy for Buffalo Wild Wings International client — including day-to-day client/acct correspondence, creative briefs and client reviews

Built comprehensive communications plan for the 2022 brand campaign for Virginia Tourism

- Authored and presented all subsequent creative tactical briefs based on comm plans

Designed customized consumer journey map for Terminix

- Utilized Martin's Tension Mapping practice to visualize and identify the barriers and fears of pest control in order to uncover opportunities for inspired briefs that alleviate tension with creativity.

Clients: Strategy: Buffalo Wild Wings, Virginia Tourism, Terminix

Experience

Junior Brand Strategist

Droga5, New York, NY

June 2019 - Nov 2020

Participated in the agency's first global new business pitch as a part of Accenture Interactive, winning the Kimberly-Clark/Huggies account

- Provided strategic support in the launch of Huggies' new brand campaign 'We got you, baby' and Pull-Ups' new plant-based training pants, New Leaf

Helped to define brand positioning for Facebook Inc. (Meta) and pro-bono client, The Africa Center

- Provided strategic support in the launch of Facebook's 'Never Lost' campaign during the COVID-19 pandemic
 - 'Never Lost' achieved over 205M online views and positively boosted social sentiment about Facebook by +95%

Conducted competitive audits; developed discussion guides; led expert, stakeholder, and audience interviews; and observed focus groups for qualitative research

Clients: Kimberly-Clark/Huggies, Sprint, Facebook Inc. (Meta), The Africa Center, Chase (Amazon Co-brand), Under Armour, United Rentals

UX Designer

Lowe's Companies, Inc., Charlotte, NC

Sept 2016 - Aug 2017

Developed design systems and libraries, user flows and page layouts for Lowes.com and Lowesforpros.com

Redesigned category pages for patio collections, paint, light bulbs, and lighting — included improved hierarchy, product education, and inspirational in-home designs

Art Director

Spark Strategic Ideas, Charlotte, NC

Dec 2015 - Sept 2016

Owned all day-to-day agency and client creative needs as producer and creative manager

- Designed new business proposals and participated in creative pitches
- Supervised freelance designers and design interns

Led the brand redesign for one of the country's largest land management companies

Helped a cardboard manufacturer find their voice in the B2B landscape

Clients: Moe's Southwest Grill, HANES, Blaze Pizza, American Forest Management, HarperLove, Teupen USA

Art Director

Charlotte Regional Business Alliance, Charlotte, NC

Nov 2011 - Dec 2015

Owned brand management and creative direction across all departments

- Led concept, design and production of digital and traditional communications materials
- Managed interns and junior designers

Leadership & Development

Courageous Conversation Academy, 2020

Award-winning course on systemic racial equity

American Advertising Federation – Charlotte Chapter Board Member

Creative Director & Diversity Chair, 2014 - 2016

Tech Talent South

JavaScript Application Development, Jan - Apr, 2016

Intro to Web Design and Creation, Oct - Nov, 2015

Skookum (now Method) – Night Shift, Feb - May, 2015

14-week intensive digital strategy, design and development program

The Center for Intentional Leadership

Cross Functional Leadership Academy, 2014

Community Building Initiative

Leaders Under 40 (LU40), Class 4, 2013

About Me

The retail experience: After seven years of selling sneakers, I gained valuable insight into customer service, consumer journeys and visual merchandising. And a considerable collection of shoes!

Traded fields for studios: Soccer was my life, but an abrupt pivot introduced me to yoga, ballroom dancing and a much more intentional and holistic life practice of health and wellness.

Creativity is life: I've always loved to create. This passion led me to pursue formal education in design and opened my eyes to the world of branding and advertising.