

# JULIAN GRIMES

## Senior Strategist | Associate Strategy Director

julian.grimes7@gmail.com  
423.255.9169

As an experienced strategist with a design and UX background, I've successfully crafted and implemented effective brand and innovation strategies. My expertise extends to visual identity systems and product architecture. I'm truly passionate about collaborating with designers and client teams to develop people-centric strategies and transform insightful ideas into dynamic business solutions.

### Capabilities

Strategy Development & Implementation  
Client Communications  
Account Management  
Project Management  
Quantitative/Qualitative Research  
Creative/Project Briefing & Presentation  
Brand/Data Analysis  
Creative Direction  
Brand/Visual Identity  
Design Systems  
UX/UI Design

### 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 Experience Strategist

This Place, Los Angeles, CA

Dec 2023 - Present

Part strategic consultancy, part design agency, helping to create meaningful customer experiences

- Business strategy consulting and customer experience strategy and design bridging Google retail and brand
- Delivering the best-of-Google user experiences across software, hardware and services for Google Chromebook

Lead biannual (H1/H2) 3p retail refresh for Chromebook (in-store and digital) as an extension of the premium tier product launch of Chromebook Plus and the 'Do More Than You Thought You Could' marketing campaign.

*Key 3p retail partners include: Best Buy, Amazon, Target*

- Serve as the direct line of communication for clients, setting project expectations and managing feedback
- Build workback schedules to track internal project status to ensure feasibility and manage deadlines
- Develop messaging and content strategy across the consumer retail journey to drive purchase consideration and challenge consumer perception

Collaborate with design partner to create retail assets that emphasize consumer-centric use cases, featuring the latest Chromebook product innovations and showcasing the benefits of Google AI/Gemini

- Develop and deliver cohesive copy and design system for in-store backer graphics, on-table collateral, hero and supporting visuals for 3p brand pages

**Clients:** Google (Chromebook)

#### Senior Strategist

TBWA\Chiat\Day LA, Los Angeles, CA

May 2022 - Dec 2023

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

- Led strategic and campaign development and in-market audience (qualitative) research
- Salt Lake City stores outperformed previous record-setting new market opening by 66%

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

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

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

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

## Experience

### Strategic Planner

The Martin Agency, Richmond, VA

Nov 2020 - May 2022

Managed Buffalo Wild Wings performance marketing and social planning

- Owned creative strategy for Buffalo Wild Wings International client

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

Designed customized consumer journey map for Terminix

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

### Junior Brand Strategist

Droga5, New York, NY

June 2019 - Nov 2020

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

- 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 development of brand positioning for Meta and pro-bono client, The Africa Center

**Clients:** *Kimberly-Clark/Huggies, Sprint, Meta, The Africa Center, Chase, Under Armour, United Rentals*

### UX Designer

Lowe's Companies, Inc., Charlotte, NC

Sept 2016 - Aug 2017

Developed design 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 offering protocol and framework for systemic racial equity transformation

### AAF - 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 dev 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.

**My childhood dream:** To be a toy designer! I had a passion for Transformers and Legos so I studied mechanical engineering and graphic design. Creativity and solving complex problems are key drives for me.