

# JULIAN GRIMES

## Strategy & Design

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As a seasoned strategist and brand architect, I blend bold creativity with sharp insight to build experiences that resonate and deliver measurable impact. With a background in UX/UI and art direction, I excel at translating complex data into compelling narratives and purpose-driven products. My focus is on aligning creative vision with business goals to unlock growth, improve market positioning, and strengthen long-term brand equity.

### Skills

Creative & Strategic Planning  
Brand Strategy & Management  
User & Market Research  
Data Analytics & Insights  
UX/UI Design & Art Direction  
Cross-functional Leadership

### Education

**Virginia Commonwealth University, Brandcenter**  
M.S. Business, Brand Strategy

**University of North Carolina at Charlotte**  
B.A. Art, Graphic Design  
B.S. Mechanical Engineering

### Experience

#### Strategy Director, Freelance

Charlotte, NC - Remote

June 2025 - Present

**Client:** The Brandon Agency: New Business

- Develop and execute comprehensive brand strategies, integrating consumer insights and market research to drive new business growth and client success.
- Define and align brand architecture, brand positioning, and product naming, translating strategic vision into compelling narratives for diverse clients.
- Collaborate with key stakeholders to deliver marketing goals and manage project deliverables.

#### Senior Experience Strategist

This Place, Los Angeles, CA

Dec 2023 - Dec 2024

**Client:** Google

- Bridged the gap between Google Retail and Brand, developing customer-centric designs and omnichannel experiences that synchronized physical and digital touchpoints.
- Developed holistic messaging, content strategies, and design systems to guide complex in-store and online purchase journeys for global product launches.
- Solidified brand architecture and implementation strategies for Google AI products, collaborating with Product and Design teams to lead the strategic integration of Gemini into the user ecosystem.

#### Senior Strategist

TBWA\Chiat\Day, Los Angeles, CA

May 2022 - Dec 2023

**Client:** Jack in the Box; DirecTV (Design by Disruption)

- Defined core brand foundations and "Brand DNA," establishing the strategic framework for FY23 fiscal planning and long-term brand evolution.
- Directed the end-to-end strategic planning for high-volume LTO product cycles.
- Designed and executed qualitative research, leading consumer workshops and co-creation sessions to extract deep audience insights.
- Led visual identity exploration for DirecTV, utilizing "Design by Disruption" methodology to evaluate category influences and modern design systems.

#### Strategic Planner

The Martin Agency, Richmond, VA

Nov 2020 - May 2022

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

- Spearheaded global creative strategy for Buffalo Wild Wings International, while leading performance marketing and social media campaign planning for domestic initiatives.
- Built a comprehensive communications plan for the 2022 Virginia Tourism brand campaign, aligning multi-channel messaging with regional travel trends and visitor insights.
- Designed a customized consumer journey map for Terminix, identifying critical friction points and barriers to conversion to optimize the end-to-end customer experience.

#### Junior Brand Strategist

Droga5, New York, NY

June 2019 - Nov 2020

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

- Collaborated on the agency's first global new business win under Accenture Interactive, helping craft the strategic

frameworks and creative territory for the Kimberly-Clark/Huggies pitch.

- Mastered qualitative research methodologies, including competitive audits, stakeholder interviews, and focus group observation, to extract actionable consumer insights for clients like Sprint, Huggies and The Africa Center.
- Translated raw audience data into strategic discussion guides and frameworks, ensuring creative teams had a clear, insight-led path for campaign development.

## UX Designer

Lowe's Companies, Inc., Mooresville, NC

Sept 2016 – Aug 2017

- Developed product architecture and user flows for Lowes.com and Lowesforpros.com, creating high-quality digital experiences that bridged the gap between consumer needs and business goals.
- Redesigned high-traffic category pages, including patio, paint, and lighting, to improve information hierarchy, product education, and overall user engagement.
- Built and maintained reusable UI assets and libraries, contributing to the enterprise-wide design system to ensure visual consistency and development efficiency.

## Art Director

Spark Strategic Ideas, Charlotte, NC

Dec 2015 – Sept 2016

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

- Led the comprehensive brand redesign for American Forest Management, modernizing their visual identity to align with long-term business objectives.
- Developed the B2B brand voice and positioning for HarperLove, translating technical expertise into a compelling narrative for the industrial landscape.
- Fueled business growth by contributing to creative pitches and designing high-impact proposals for a diverse client roster, including Moe's Southwest Grill and Hanes.

## Art Director

Charlotte Regional Business Alliance (formerly Charlotte Chamber of Commerce),  
Charlotte, NC

Nov 2011 – Dec 2015

- Steered holistic brand management and creative direction, ensuring strategic alignment across all internal departments and initiatives.
- Managed end-to-end marketing campaign lifecycles, developing targeted creative for membership recruitment, retention and community engagement.
- Optimized creative operations through the management of resource budgets, vendor partnerships and production timelines.

## Lead Brand Designer

Food Lion, LLC, Salisbury, NC

Aug 2009 – Nov 2011

- Developed end-to-end in-store creative strategies, overseeing the design and execution of Point of Purchase (POP) systems and high-volume CRM campaigns to drive customer loyalty and basket growth.
- Spearheaded brand design standards for internal and external initiatives.
- Directed high-profile creative features for national placements, including Southern Living Magazine and the NASCAR Hall of Fame annual yearbook.

## Leadership & Development

**Student Mentor**, 2019 - present

VCU Brandcenter & UNC School of Journalism

- Guide students through specialized career pathing, advising on the strategic transition from academia to high-tier advertising agencies.
- Provide portfolio reviews and industry insights, using personal graduate portfolio (grimesjulian.com) to demonstrate the intersection of strategy and design.
- Consult on the decision-making process for students navigating roles in Brand Strategy, Experience Design, and Creative Direction.

**Courageous Conversation Academy**, 2020

Award-winning course for systemic racial equity transformation

**AAF – Charlotte Chapter Board Member**

Creative Director & Diversity Chair, 2014 - 2016

**Tech Talent & Strategy**

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 (CBI Charlotte)**

Leaders Under 40 (LU40), Class 4, 2013