

JUSTIN TAPLEY

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SKILLS

I thrive on good design and reaching an audience through multiple channels of effective and creative communication. I am competent and experienced in a wide range of disciplines. I have extensive skills and experience in graphic design, brand management, marketing and public relations. In addition, I have experience in leadership of teams, business operations and project management. I am skilled in the myriad aspects required to successfully complete projects or tasks that involve the management and coordination of people, materials, tools, and budgets. I have advanced knowledge of Adobe Creative Suite and Office Suite software products.

EDUCATION

UNIVERSITY OF TENNESSEE
1999-2001
Art & Design

UNIVERSITY OF MEMPHIS AT LAMBUTH
2001-2003
B.S. Design & Visual Communication, Lambuth Scholar

WORK HISTORY & EXPERIENCE

FREELANCE GRAPHIC DESIGNER / 2004 - Present

I have sought and undertaken design work throughout the duration of my professional career. Whether it be logo or brand design, print media or digital collateral; I have been fortunate to generate many opportunities to help clients create impactful visual communication solutions for their businesses, brands and personal projects.

MET MANAGER, THE HOME DEPOT / MAY 2020 - Present / Victoria, TX

As a Merchandising Execution Team (MET) Manager I lead teams within a store environment to update and maintain merchandising executions on a daily basis. I work with Regional, District, and Store leadership partners to plan and execute weekly projects within planned budgets, lead general service to ensure high visual standards that promote a positive experience for the customer, and facilitate shelf availability to drive sales. I also work with outside suppliers for The Home Depot to ensure their merchandising needs are met within the store environment.

SMALL BUSINESS OWNER / 2018 - Present / Victoria, TX

I own and operate a small service and supply company, primarily serving the oil & gas industry. The company's primary focus is on the design and production of custom large format tarps for land based drilling rigs. Additionally, we execute small-scale steel design and fabrication projects that I manage end-to-end. I manage operations of the business, coordinate with customers and vendors, and provide products and services that meet our customers' needs.

ASSISTANT STORE DIRECTOR, NIKE, INC. / 2014 - 2018 / Dallas, TX

I served as Assistant Head Coach (Assistant Store Director) for Nike, Inc. at the Dallas Brand Experience Store. My primary role was to direct and manage all brand and visual merchandising activities for the store. I managed a dedicated team of 10+ employees that included three other management level employees directly reporting to me. I was responsible for the daily business operations and management activities of the store. In addition, during my tenure I assisted the Dallas Nike Brand office with events coordination, promotion/marketing and brand presence in the Dallas market.

BRAND MERCHANDISING MANAGER, NIKE, INC. / 2012 - 2014 / Chicago, IL

Served as one of two Brand Merchandising Specialists for Nike, Inc. at the Michigan Avenue Flagship store in Chicago, IL. During my tenure at the Chicago store. I lead a team of 15+ associates in the daily functions of the Visual Merchandising Department, with our primary objective being the consistent visual presentation of the Nike brand through it's physical products on the sales floors. I was promoted from Specialist to Coach (Department Manager) after 6 months as a Specialist. I helped plan, and coordinate multiple special brand merchandising projects and initiatives for the store, including a store remodel, custom art installations and floor changes. I also planned and lead seasonal collection resets of merchandise for the store.

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DESIGN & BRAND CONSULTANT, STONECUTTER RECORDS / 2010 - 2012 / Chicago, IL

Consulted on and executed graphic design for Stonecutter and its artists. My work included updating the company logo and brand presence through digital media and print design. I worked in partnership with the social media managers to ensure consistent messaging and visual standards in the company's on-line presence. I helped update, develop and create the graphic assets for Stonecutter's website and oversaw the implementation of the company's on-line store. Additionally, I helped develop and create graphic assets for the label's artists through album art design and digital landing pages for music download and streaming.

DESIGN & PRODUCTION MANAGER, GLOBAL PRINTING SOLUTIONS / 2007 - 2010 / Austin, TX

Served as design and print production manager for the company. I coordinated with clients to design, plan and produce print collateral for their business needs. I also managed pre-press activities. During my tenure I helped re-brand and design all marketing collateral for the company, designed it's on-line visual presence and created an effective job tracking system to improve turn around times for our clients. I implemented a digital filing and archive system to have quicker access to recurring jobs and design projects to further improve turn-around and streamline production to drive customer satisfaction. I also managed and lead the work of a junior designer. Under my leadership the designer executed print production art for client design projects.

GRAPHIC DESIGNER, TILO ENTERTAINMENT GROUP / 2004 - 2007 / Nashville, TN

As a Graphic Designer for Tilo I assisted in creating print and digital collateral for Tilo's artists. The scope of my work encompassed creating album art, merchandise design, and developing digital assets such as artist websites and blog sites. In addition I facilitated the vendor procurement and production of aforementioned assets.

GRAPHIC DESIGN INTERN, GOLDEN CIRCLE GRAPHICS / 2002 - 2003 / Jackson, TN

During my college career I interned for Golden Circle Graphics. My work and contribution focused assisting the lead designer which allowed me to hone my skills with Adobe Creative Suite software through extensive photo editing, creating stock vector graphics, and creating page layout frameworks.

ADVERTISING INTERN, DCA-DCPR / 2001 - 2002 / Jackson, TN

I worked as an intern for DCA-DCPR, an advertising and public relations firm based in Jackson, TN. During my time with the firm I worked on ad campaigns, photo shoots, video production for television and music production for radio, learning multiple aspects from different channels of communication related advertising, public relations and graphic design. I also assisted the firm's lead graphic designer with art production work such as photo editing and page layout framework for print design.

PORTFOLIO LINK: <https://www.justintapley.com/>

REFERENCES AVAILABLE UPON REQUEST.