



# Johnnie Mack Stephens.

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## PROFESSIONAL SUMMARY

I'm a Creative Director and Graphic Designer with over fifteen years of experience in brand identity, creative strategy, and growth marketing. My diverse-industry background has equipped me with an extensive understanding of applying strategic thinking to the creative process. I approach design as an ever-evolving extension of a brand's storytelling—problem-solving to develop impactful and intentional solutions. I've cultivated a leadership style that leads humbly, teaches graciously, and thinks differently. Aspiring to develop groundbreaking creative with integrity and efficiency.

Creative Strategy

Brand Identity

Storytelling

Growth Marketing

UX/UI Design

Vendor Relations

AI Prompting/Integration

Campaign Launches

Customer Journey Mapping

Project Management

SOW Development

Copywriting

Mentorship

Client Relations



## SOFTWARE / TOOLS

Adobe Creative Suite | Photoshop | InDesign | Illustrator | XD | Adobe Acrobat Pro | Sketch | Figma | Microsoft Office | Google Suite | Keynote | and more

## RELEVANT EXPERIENCE

2021-25

### Creative Director

*Purohit Navigation*

- Advising partners on building campaigns, messaging, and tactical execution across the healthcare life-cycle.
- Utilizing market research and indication analysis to identify brand positioning—developing unique digital ecosystems.
- Training and equipping designers, developers, and content strategists to collaborate towards strategic solutions.

2020-21

### Creative/Brand Director

*SOLcademy | Comeet*

- Established visual identity and messaging—elevating the brand positioning of new tech software in a competitive market.
- Improved target audience objectives within the industry by assessing market research and auditing current digital tactics.
- Generated comprehensive strategies to support the continuity and integrity of brand elements across product launch.

2018-19

### ACD/Creative Director

*Nutrafol | Brand Iron Marketing*

- Incorporated audience research/strategy into creative campaigns, reaching new potential markets for B2B/B2C product launches.
- Consolidated analytics and performance data of digital assets to improve continual business development and growth initiatives.
- Reinforced and secured creative expectations and deliverables through on-going collaboration with internal/external partners.

2012-18

### Graphic Designer

*TBMB | 5by5 Agency | Defy Media | Little Things, USA*

- Leveraged sales data to implement creative marketing objectives while collaborating closely with design leads and managers.
- Conceptualized and built-out deliverables while incorporating marketing specs, driving successful results.
- Managed the pre/post production process while coordinating vendor relations for design assets.