

JUSTIN KING

Portfolio: justinking.co



EDUCATION

Bachelor of Fine Arts, Design Communication
The University of North Texas, 2007

Associates degree, Design & Visual Communications
Colin County Community college

*Design & direction for
things that need to
be bought, sold, or
paid-attention-to more
than other things.*

AWARDS & RECOGNITION

HOW International Design Awards
Print Regional Design Annuals
Graphis Design Awards Books
Logo Lounge Books
DSVC Dallas Professional Show: Gallery Inclusion, Medals
Houston Art Directors Club
AIGA Addy's

WORK EXPERIENCE

Award winning, senior level creative professional with a proven history of creating attention grabbing branding that motivates sales and creates unique customer experiences. Skilled in Typography, Art Direction, Page Layout, Branding, and Corporate Identity, and employed at some of the top branding agencies in Dallas helping to make accounts like Central Market, Shiner Beer, AT&T and On the Border successful local and national brands.

Most recently:

- Headed the Shiner Beer account and Shiner team at RBMM, working to create impactful beer packaging and point of sales marketing to help keep Shiner the top selling #1 craft beer in Texas. Duties were art directing designers and also overseeing the printing of all Shiner product packaging produced in the U.S. This included extensive travel to press check printing at various print partners to ensure a continued high level of print fidelity and color matching, in addition to reviewing print proofs, ink draw downs, and materials.
- Branded On the Border from the ground up to refresh their look and bring it more in line with the flavorful and festive atmosphere of the On the Border Restaurants. This included careful planning, coordinating and art direction of an intensive photoshoot to portray every item from the menu in a fresh, modern, and delicious way.
- Consistently conceptualized and executed attention getting festival branding for Central Market, focused on amusing, and tempting customers during the various yearly festivals. In addition, I assisted on two complete re-brands of Central Market. Other duties included conceptualizing and art directing numerous food photoshoots and overseeing printing of festival materials.

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cont.

WORK EXPERIENCE

TRG

Design Director

10 mos

2021-Present

richards.com

Chiel/Samsung

Designer

10 mos

2020-2021

wearebarbarian.com

RBMM / The Richards Group

Senior Designer

Shiner Beer Team Lead

5 yrs 11 mos

2014-2020

rbmm.com

Caliber Creative

Senior Designer

5 years

2009-2014

Caliber.com

Squires & Company

Senior Designer

3 years

2006-2009

SquiresCompany.com

Fossil

Intern

1 year

2005-2006