




JUSTIN RAJU


CREATIVE LEADER

A creative storyteller with firsthand knowledge of youth culture. Having mentored and counseled students from middle school to college, consistently delivers consumer-centric design and strategies through compelling stories.

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EDUCATION

WAYNE STATE UNIVERSITY
Detroit, MI

Coursework toward B.S.,
Marketing (Advertising and
Sales, Design Theory,
Marketing Management)

SKILLS

Creative Direction, Project
Management, Leadership,
Organizational Communication,
Public Speaking, Social Media,
Event Planning, Video/Live
Production, Livestreaming

HIGHLIGHTS

Creatively led the proposal
process by providing strategy,
writing, and design that resulted
in several wins for MSX and
helped to bring in contracts
averaging \$6 million per year in
2021, 2022, and 2023

Boosted efficiency and
saved on production costs
by streamlining the content,
design, and vendor selection
process for all WSU Office of
Admissions projects

EXPERIENCE

MSX International | Southfield, MI

Tier 1 automotive supplier with locations in 60 countries

GLOBAL CREATIVE DIRECTOR

May 2023-Present

- Managed a team of creatives in different countries by communicating across multiple time zones to improve brand awareness through social media, website development, creative strategies, and sales presentations.

CREATIVE DIRECTOR

June 2021-April 2023

- Created organizational messaging by working alongside C-level executives to communicate vision and strategy to employees and external clients.
- Developed creative approaches for internal and external clients by partnering with VP's, account directors, sales leaders, and program teams across disciplines and world markets to improve the perception of the brand.

ART DIRECTOR

December 2014-August 2018

- Built and managed a creative team by recruiting, hiring, supervising, and mentoring young designers and writers to support client programs, retail training, and other initiatives across the North American market.
- Improved client relationships by partnering directly with internal and external clients to deliver elevated presentations, marketing campaigns, and training materials that met business goals and objectives.

Freelance | Detroit, MI

Clients included small businesses, non-profits, and public universities.

DESIGN CONSULTANT

July 2012-November 2014

- Supported small businesses by producing logos, brand standards, websites, promotional materials, advertisements, videos, purchase displays, and social media graphics to increase awareness and promote sales.
- Developed brand strategies and created marketing and communication plans by consulting with small business owners and non-profits to establish a market presence and amplify their brand.

Wayne State University | Detroit, MI

Third largest higher education and research institution in the state of Michigan.

SENIOR GRAPHIC DESIGNER

October 2008-June 2012

- Improved the positioning of recruitment messaging and visuals by working alongside admissions counselors to produce digital and print campaigns, promotional material for recruiting fairs, brand giveaways, signage, and wearables directed at prospective students including graduate, transfer and incoming freshmen.
- Increased brand awareness by playing an integral role in the redevelopment of the university's primary logo, workflows, and systems of templates used in everyday projects resulting in the eventual redesign of the brand.