

Justin Edward M. Marasigan

Senior Designer | Senior Art Director | Visual Storyteller

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SUMMARY

Senior Designer and Senior Art Director with 10+ years of experience delivering high-impact visual design across social, digital, print, retail, and integrated brand campaigns. Proven track record of driving measurable growth through design-led solutions, including increased engagement and reach across social platforms. Expert in concept development, visual systems, and cross-functional collaboration, with fluency in Figma and Adobe Creative Suite.

EXPERIENCE

Omnicom Productions — Chicago, IL

Senior Art Director | Mar 2025 – Present

- Led concept development and execution of visual design across social, digital, print, and retail campaigns, managing projects end-to-end in a fast-paced agency environment.
- Designed and applied brand-aligned visual systems, layouts, and typography across multiple platforms and formats.
- Collaborated with copywriters, strategists, and cross-functional teams to deliver integrated, omnichannel creative solutions.
- Directed social content productions and on-location shoots, including talent direction and creative oversight.
- **Increased** social media **reach by 315%** and **engagement by 375%** through high-performing, design-led content.

Aisle Rocket — Chicago, IL

Senior Digital Designer | Feb 2020 – Mar 2024

- Led creative execution of eCommerce experiences for **Whirlpool** and **Maytag**, aligning strategic objectives with design outcomes across campaigns and responsive platforms.
- Delivered measurable impact with an **18% YoY increase in visits** and **41% boost in orders** for the May is Maytag Month campaign.
- Mentored junior designers, providing feedback to elevate design quality and consistency.
- Developed and maintained multiple **Figma design systems** to streamline workflows and ensure visual consistency.
- Partnered with strategists and engineers in an Agile workflow to align **user needs with business goals**.
- Presented creative concepts with strong storytelling and rationale; implemented stakeholder feedback efficiently.
- Advocated for ADA compliance and inclusive design practices.

FCB Chicago — Chicago, IL

Digital Art Director | Oct 2013 – Feb 2020

- Directed and executed 360° campaigns including landing pages, email touchpoints, and large-scale web redesigns for **Cox Communications**.
- Enhanced customer experience on a **award-winning** microsite, increasing visits by **330%** and reducing support calls by **36.8%**.
- Collaborated with UX, copy, and dev teams to deliver cohesive, high-performing digital experiences.
- Produced **high-fidelity UI**, wireframes, and prototypes to communicate design intent and optimize interactions.
- Provided art direction and mentorship, leading design reviews to uphold quality standards.
- Contributed to creative strategies that connected user needs with measurable business results.

SKILLS

Visual Design: Typography, Layout, Composition, Color Theory, Branding

Digital & Social: Social Media Design, Digital Campaigns, Content Production

UX/UI: Wireframing, Prototyping, Interaction Design, Design Systems, ADA Compliance

Tools: Figma, Adobe Creative Suite, Adobe Experience Manager (AEM)

EDUCATION & AWARDS

Columbia College Chicago — BFA, Graphic Design | Minor: Marketing Communications (2013)

CADM Tempo Award — 1st Place, Campaign Microsite for Cox Communications (2018)