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01

SPECIFICATIONS

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I am Justin Larsen... The Vicious Robot, a 15 year finely-tuned and precision-crafted creative directional machine. Strategically utilized in award winning agencies and technology startups. Programmed at interactive design, planning and execution. For maximum efficacy and efficiency. Self-learning autonomous operation. Base structure of digital interactive hexagridonal chops with matrices of traditional girders and mediums. Primary fuel source: carbohydrate-ethanol blend.

VICIOUS ROBOT CHIEF EXECUTIVE ROBOT - (AUG 2009 - PRESENT)

Building the dreams of Los Angeles' newest entrepreneurs. Morphing pen-filled paper napkins into coherent brands with a plan. Grassroots thinking with immediate and expansion goals in mind. Process includes brand development, website UX/IA, and social media strategy, along with presentations, creating explosive results.

W4, LLC CREATIVE DIRECTOR - (AUG 2014 - JAN 2015)

Restructured the creative department, while implementing project management tools, defining creative projects and process. Implementing best practices in UX/UI design and development. Managed a remote team in collaboration with the in-house team with semi-weekly scrum recaps to supplement an agile development process.

TBWA\CHIAT\DAY INTERACTIVE ART DIRECTOR - (MAR 2007 - AUG 2010)

Created conceptual advertising for global and national clients including: **Visa, Pioneer, Nissan & Infinity, Pennzoil, Energizer, Pepsi, Gatorade, Proctor & Gamble, Mars Foods, Principal Financial, Leapfrog, Lucky Brand Jeans, Shutterfly**, along with cross-brand promotions for **Disney, Burger King, and the Olympics**. Concepts related to the product and demographic requirements for all mediums (online, print, tv, direct mail, and out of home). Directed the production process to maintain the creative integrity of projects.

WORLD POKER TOUR ENTERPRISES, INC SENIOR DESIGNER - (APR 2005 - MAR 2007)

Lead creative for all online and offline marketing properties. Managed and directed a team of five. Primary focus of the department was to create and oversee creative for all mediums including: 30 websites, print, tv and web campaign banners. Work included UX/IA development, style guides and conceptual design executions.

BLITZ INTERACTIVE ASSOCIATE CREATIVE DIRECTOR - (2011- 2012)

Conceptual ideas for national clients including **FX, Activision, Ultimate Poker, Titleist and Naked Juice**. Concepts followed strict creative briefs and budget restraints. Full client presentations including digital, mobile, social media strategy, out of home and pop-up ideas.

CHI & PARTNERS ART DIRECTOR / DEVELOPMENT STRATEGY - (2011)

Directed and designed both B2B and B2C interfaces for **Direct Energy**, working onsite at their Houston, Texas headquarters. Working closely with the development and creative teams, we produced a nationally-branded robust billing solution for businesses and clients.

INTEL™ UX/IA FLASH DEVELOPMENT - (2004 - 2005)

Designed, developed and QA'ed multimedia flash presentations for Intel's interactive training modules to certify OEM retailers.

OTHER CLIENTS

Belkin, Beachmint, Century Theaters, In Ticketing, Bank of the West, ReBuildUS, Little Black Bag, Southland Polymer, New Basis, Placer Sierra Bank, Pulse Combustion, Cambridge Consulting and many more

Design: Photoshop, Illustrator, InDesign, Lightroom, Bridge, After Effects

UX/IA: Sketch, Omnigraffle, IntuitionHQ, MixPanel, Proto.io, Invision

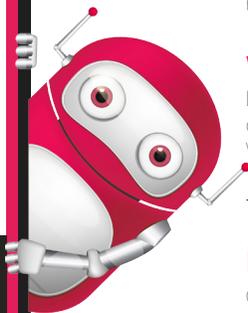
Management: ConceptShare, Sprint.ly, Agile/SCRUM, Gantt Planning

Development: Coda, HTML5, CSS3, Bootstrap4, jQuery, Angular, Node, LAMP Stack

Networking: SSH, Github, Debian, Ubuntu, CentOS, Source/Fork Compile

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EXPERIENCE



03

FREELANCE

04

TOOLBOX