

Justin Allen

Creative Director Web at Innis Maggiore Ad Agency

Web: innismaggiore.com

CONTACT INFORMATION:

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Personal Website and Portfolio: justinallendesign.com

EDUCATION:

Kent State University

Bachelor of Fine Arts

Visual Communication Design

JOB EXPERIENCE:

January 2006 - Present

Innis Maggiore Group, Inc.

Creative Director Web

Canton, Ohio

Concept, design, front-end design & development, manage, and provide direction to a team of designers and developers for web, multimedia, mobile and email marketing projects. Responsibilities vary from working with clients to establishing business goals and online strategies to ensuring a complete and successful delivery and execution of creative services. Additional responsibilities include strong knowledge of HTML (W3C Certified), CSS (W3C Certified), responsive web design, app design, email marketing design, interactive design, and best web practices.

Responsibilities Include:

- Creative Art Direction
 - Website Design
 - Front-End Design & Development (HTML/CSS)
 - UX Design
 - UI Design
 - Mobile Design
 - App Design
 - Interactive Design
 - Email Marketing Design
 - Print Design
 - Logo Design
 - Strategic Project Planning
 - Site Architecture
 - SEO Knowledge
 - Project Management
 - Client Presentations
 - Continued Education & Training
 - Working with Content Management Systems
 - Working with Automated Marketing Systems
 - Working with Email Marketing Systems
 - Working with Teams and Individually to Complete Projects
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PAST EXPERIENCE:

June 2005 - December 2005

Digital Day Creative Group

Senior Web Designer

Peninsula, Ohio

September 2000 - July 2005

Zeris Interactive / MaloneZeris:

Jr. to Sr. Web Designer

Akron, Ohio

1999

VantageOne / FutureNext

Graphic Designer: Internship

Cleveland, Ohio

EXPERTISE, SKILLS & STRENGTHS:

Expertise:

Web Design
Mobile Design
Responsive Web Design
App Design
UX Design

Skills:

HTML (W3C Certified)
CSS (W3C Certified)
Bootstrap Studio
Adobe Photoshop
Adobe Animate/Flash

Strengths:

20+ Years Professional Agency Experience
Communication Skills
Accountability
Time Management
Website Architecture

UI Design
Interactive Design
Multimedia Design
Email Marketing Design
Print Design
Logo Design
Photo Editing

Adobe Dreamweaver
Adobe Illustrator
Adobe InDesign
Adobe Reflow
Microsoft Office
SEO
CMS

Business Strategy
Design
Typography
Animation
Color Theory
Design Composition
Problem-solving

AWARDS:

More than 50+ design awards working with clients in banking, b2b, b2c, construction, consumer, education, energy, entertainment, finance, food service, insurance, legal, medical, museum, non-profit, restaurant, and travel. Awards received for web design, mobile design, interactive design, email marketing design, and web-based app design. NSME (National Sales and Marketing Executives – Accent on Excellence Award Winner 2023)

2025 – WellLink – Web Excellence Award
2025 – Stark County Black History Museum – Web Excellence Award
2024 – Return On Life Wealth Partners – Web Excellence Award
2024 – Reliaride – Web Excellence Award
2024 – National First Ladies Museum – Web Excellence Award
2024 – Robertson Heating Supply – Web Excellence Award
2024 – ForeverLawn Dealer – Web Excellence Award
2023 – NFL Hall of Fame Village – Web Excellence Award
2023 – Energenie – Web Excellence Award
2023 – Lewis – Web Excellence Award
2023 – Fred Olivieri Custom Homes – Summit Creative Awards: Gold
2023 – SimiTree – WebAward: Standard of Excellence
2023 – Aultman Anywhere Ap – WebAward: Standard
2022 – Babcock & Wilcox – WebAward: Standard of Excellence
2022 – B&W Decarbonization – WebAward: Standard of Excellence
2022 – Hall of Fame Village – WebAward: Standard of Excellence
2022 – Aultcare – WebAward: Standard of Excellence
2022 – PrimeTime – WebAward: Standard of Excellence
2020 – Champs Oncology – WebAward: Standard of Excellence
2020 – Aultman Alliance Hospital – Healthcare Advertising Award
2020 – Massillon Museum (Paul Brown) – Silver Addy
2020 – RFS DragonSkin – Silver Addy
2020 – RFS DragonSkin – WebAward: Outstanding Website
2020 – Beese Fulmer – SIAAward : Service Industry Award
2019 – GuideStone – WebAward: Standard of Excellence
2019 – Smith Foods – Silver Addy
2018 – Maximal Strategist – Silver Addy
2018 – Maximal Strategist – WebAward: Standard of Excellence
2018 – Smith Foods – WebAward: Standard of Excellence
2018 – Smith Foods (Artisa Brand) – Gold Addy
2018 – Smith Foods (Artisa Brand) – District 5 Silver Addy
2015 – N. Canton City School – WebAward: Standard of Excellence
2013 – PURELL (Mobile Website) – Silver Addy
2012 – GOJO (Interactive Sustainability Report) – Silver Addy
2012 – Gentek Building Products – Silver Addy
2011 – Innis Maggiore – Silver Addy
2011 – GuidesStone Financial Resources – Silver Addy
2011 – Captive Radiology – Silver Addy
2010 – Sta-Kleen Performance Fabrics – Silver Addy
2009 – Shearer’s Foods (Shearer’s Snacks) – Judges Addy
2009 – Shearer’s Foods (Shearer’s Snacks) – Gold Addy
2009 – Shearer’s Foods (Tangos Chips) – Gold Addy
2009 – Shearer’s Foods (Shapers Chips) – Silver Addy
2009 – Baird Brother’s Fine Hardwoods – Gold Addy
2007 – StarkMX – Silver Addy
2007 – Innis Maggiore – Silver Addy
2005 – Progressive Foam (Fullback Siding) – Bronze Addy
2005 – Meyer Snowplows – Silver Addy
2005 – Hoover Company (Agility Sweeper) – Silver Addy
2005 – Hoover Company (Savvy Sweeper) – Silver Addy
2005 – Hoover Company (EmPower Sweeper) – Silver Addy
2004 – MTD Products – Silver Addy
2004 – Piper Aircraft Company – Silver Addy

REFERENCES:

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References available upon request.