

LENAY NICOLE JOHNSON

CREATIVE DIRECTOR & BRAND STRATEGIST FOR DESIGN-LED HOME, INTERIORS & LIFESTYLE BRANDS

PROFILE

Creative Director and brand strategist with 15+ years of experience leading brand, creative, and go-to-market storytelling for home, furniture, interiors, and lifestyle companies. Known for translating high-level brand strategy into cohesive creative systems across e-commerce, campaign, editorial, retail, photo, video, copy, and product storytelling. Experienced leading in-house and freelance creative teams, directing high-volume product launches, shaping luxury brand positioning, and partnering closely with marketing, product, merchandising, and leadership to build creative that is both brand-elevating and commercially effective.

PORTFOLIO & CONTACT INFORMATION

WWW.LENAYNICOLE.COM

(720) 280-3249

243 STARR ST. #2

BROOKLYN, NEW YORK 11237

KNOWLEDGE & SKILLSET

CREATIVE LEADERSHIP

- Brand Strategy
- Creative Direction
- Team Leadership
- Creative Operations
- Cross-Functional Leadership
- Executive Storytelling
- Creative Briefing
- Art Direction
- Copy Direction

OMNICHANNEL CREATIVE

- Go-to-Market Strategy
- Campaign Development
- E-Commerce Creative
- Retail & Showroom Creative
- CRM / Email Creative
- Paid & Organic Social
- Print, OOH & Packaging
- Editorial Strategy

PRODUCTION

- Photoshoot Direction
- E-Commerce Studio Production
- Lifestyle Campaign Production
- Retouching Direction
- Rendering / CGI Direction
- Creative Production Planning
- High-SKU Asset Systems

TOOLS

- Figma
- Photoshop
- Illustrator
- InDesign
- Lightroom
- Notion
- Asana
- AI Workflow Integration
- Slack
- Microsoft & Google Suites

LEADERSHIP EDGE

- Turns high-level brand ambition into clear creative systems, campaigns, and execution.
- Connects product, story, customer experience, and commercial goals early in the process.
- Comfortable leading both elevated brand work and high-volume creative production.
- Brings editorial taste, operational structure, and cross-functional clarity to growing creative teams.

BOARD AFFILIATIONS

BOARD MEMBER, FOUNDRISING

2025–PRESENT

Brand Strategy & Donor Marketing

EDUCATION

COLORADO STATE UNIVERSITY

Bachelor of Science in Business Administration, Marketing

College of Liberal Arts, Media Studies Minor

EXPERIENCE

FOUNDER / CREATIVE DIRECTOR, LENAY NICOLE STUDIO 2023–Present

Brand Strategy, Creative Direction, Website & Content Design, Campaign Systems, Branded Communications, and Go-to-Market Support

- Lead brand strategy, creative direction, messaging, and campaign development for clients across real estate, nonprofit, interiors-adjacent, and mission-driven sectors.
- Partner with founders and leadership teams to translate complex business goals into clear brand positioning, creative systems, digital and print strategy, campaign materials, and B2B/B2C communications.
- Serve as a fractional creative and marketing partner for teams without internal creative leadership, bringing structure, clarity, and executional momentum across brand, content, and design.

CREATIVE DIRECTOR, MAIDEN HOME

2020–2023

Luxury Brand Strategy, Product & Craftsmanship Storytelling, Omnichannel Creative, Photo Direction

- Elevated Maiden Home from DTC newcomer to luxury home brand, increasing AOV by 45%, strengthening repeat purchase behavior, and building credibility within the interior design community.
- Led brand, creative, editorial, and go-to-market strategy across seasonal launches, e-commerce, CRM, paid media, organic social, print, OOH, packaging, and retail concepting.
- Shaped seasonal creative strategy from brand narrative and visual direction through channel-specific execution across imagery, design, copy, UX, and product storytelling.
- Served as editorial lead and head writer, refining brand voice by channel and building an elevated point of view around design, materials, quality, and craftsmanship.
- Led and mentored a hybrid team of in-house and freelance creatives across design, copy, photography, production, styling, retouching, and rendering.
- Directed 360° creative concepts for furniture collection launches and seasonal campaigns, ensuring cohesive execution across digital, print, site, paid, OOH, packaging, and retail touchpoints.
- Owned creative strategy, concept, budget, production, and post-production for e-commerce and lifestyle photography, including art direction, on-set leadership, styling, retouching, and rendering direction.
- Launched site-enhancing UX initiatives including top navigation redesign, improved PLP and landing page formats, and a PDP product configurator.
- Concepted the flagship store creative experience, translating a luxury digital brand into physical retail through product display, customer journey, and branded collateral.

CREATIVE DIRECTOR, DENY DESIGNS (SOCIETY6)

2012–2018

High-SKU E-Commerce, Brand Creative, Wholesale Marketing, Photo Art Direction

- Led brand, creative, and marketing strategy for a high-SKU home decor and textile business spanning e-commerce, wholesale, product launches, trade shows, and retail partnership materials.
- Directed e-commerce and lifestyle photography across merchandising, art direction, styling, retouching, and rendering for over one million print-on-demand SKUs.
- Led omnichannel go-to-market campaigns across design, copy, UI/UX, email, wholesale, and trade show marketing, supporting partnerships with Target, Urban Outfitters, Wayfair, and Nordstrom.