

LENAY NICOLE JOHNSON

CREATIVE DIRECTOR, NEW YORK

PROFILE

Creative Director with 13 years of experience leading brand and creative for e-commerce brands in luxury home, furniture, and lifestyle. Confident in luxury brand development, editorial and go-to-market strategy and execution by season, large-scale e-commerce and lifestyle photography direction and production, and editorial narrative and brand-accretive storytelling emphasizing high design and bespoke craftsmanship.

PORTFOLIO & CONTACT

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BROOKLYN, NEW YORK 11237

SKILLSET

KNOWLEDGE

OMNI-CHANNEL CREATIVE STRATEGY
GTM STRATEGY & CONTENT CALENDAR
EDITORIAL STRATEGY
BRAND COPY, VOICE & TONE
ART DIRECTION
CREATIVE PRODUCTION
PHOTOSHOOT, E-COMM STUDIO
PHOTOSHOOT, CAMPAIGN LIFESTYLE
CREATIVE BRIEFING
COPYWRITING

SOFTWARE

PHOTOSHOP
ILLUSTRATOR
LIGHTROOM
INDESIGN
FIGMA
EXCEL
ASANA
NOTION
SLACK

CORE STRENGTHS

EMPATHY
STRATEGIC
INPUT
FUTURISTIC
INDIVIDUALIZATION

EDUCATION

COLORADO STATE UNIVERSITY

Bachelor of Science in Business
Administration, Marketing

College of Liberal Arts, Media Studies

EXPERIENCE

CREATIVE DIRECTOR, FREELANCE

PRESENT

Interior Staging, Art Curation, Branding, Art Direction, Illustration, Custom Rendering

- Key Clients: Continental Realty Group, ACCESS Destination Services, DotCom Therapy, Community Growth Foundation, Deny Designs, Bayaud Enterprises, Yonder House Florals

CREATIVE DIRECTOR, MAIDEN HOME

JUL 2020 – AUG 2023

Brand Accretion & Positioning

- Developed a strong brand identity over three years from DTC newcomer to luxury mainstay brand, contributing to a 45% increase in AOV, an increased customer repeat rate, and established recognition in the interior design community
- Infused the brand with fresh and compelling storytelling by season, establishing a rooted reputation for bespoke craftsmanship, high-end quality, and design-forward luxury
- Turned lofty brand strategies into concrete creative concepts, empowering and leading a creative team to bring concepts to life through imagery, design, and storytelling
- Consistently identified areas within the brand universe to level up and evolve brand story and presentation, and created an annual creative roadmap to efficiently implement across teams
- Created brand-building campaigns defining key tenets of the brand story—bespoke craftsmanship and an intentional design process—alongside developing the founder voice through organic and paid channels

Editorial & Content Strategy

- Shaped and evangelized a compelling creative vision and strategy by season—from the look, feel, and narrative of the brand to how it translated into user journeys channel-by-channel
- Acted as chief content editor, editorial director, and head writer for the brand, shaping and optimizing the brand's voice and tone by channel and building a high-end, luxury presentation
- Transformed seasonal collections of 7-15 styles into a compelling omni-channel content calendar, emphasizing brand-building narratives rooted in product, design, and craftsmanship

Photo, Design & Copy Direction

- Led, directed, and briefed a creative team of in-house and freelance designers, copywriters, social managers, and producers
- Established annual creative strategy and seasonal concepts for ecomm and campaign photo assets, digital campaigns, OOH, print, and packaging
- Developed 360 creative concepts for furniture collection launches and go-to-market campaigns, maximizing storytelling by channel (digital campaigns, OOH, print, and packaging)
- Drove photoshoot creative strategy, concept, and budget for ecomm and campaign photo assets, including pre- and post-production, on-set, retouching, and rendering direction
- Implemented site-wide initiatives to improve UI/UX and overall shopping experience including new top navigation, PLP and landing page formats, and PDP product configurator design
- Established creative concept for flagship store, achieving goals of high-end product display and design collateral, translating the luxury client experience from digital to in-person
- Led creative concept for largest collection to date, transforming the lighting direction, composition, and styling of photo assets and spearheading a design renovation of digital assets

CREATIVE DIRECTOR, DENY DESIGNS

NOV 2012 - FEB 2018

- Established brand identity including the voice, tone, and visual style guide, leading subsequent rebranding campaign with full site redesign
- Developed annual editorial and content calendar, emphasizing back to school and holiday seasonality, with over 25 home decor and textile product lines
- Directed all e-commerce and lifestyle photoshoots from merchandising, art direction, and styling to retouching and rendering of over a million print-on-demand SKUs
- Led marketing team on large-scale strategy and execution of omni-channel go-to-market campaigns, including design, copy, UI/UX, and trade show marketing
- Produced wholesale pitch decks, trend reports, emails, one-sheets, and sales templates to aid in landing successful partnerships with Target, Urban Outfitters, Wayfair, and Nordstrom