

# 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

### LENAYNICOLE.COM

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243 STARR ST #2

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  
ASANA  
NOTION  
SLACK  
GOOGLE WORKSPACE

### 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, 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, FREELANCE

MAR 2018 – DEC 2021

Branding, Art Direction, Illustration, Custom Rendering

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

### 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