



I think of myself as a craftsman. I take great pride in the so-called little things. I believe that the last coat of polish can make all the difference. I also know that becoming a master craftsman takes work. A whole lot of work, actually. That is why I never stop refining myself. I am very thankful of those who are willing to push me to reach for more. It is because of those people that I have been able to grow into who I am today, and will continue to grow into something better tomorrow. It is because of all this that I am **Creatively Crafted**.

When not designing, I can often be found sipping heirloom coffee, taking in live music, playing basketball or walking our two pups with my wife. I subscribe wholeheartedly to the “work hard, play hard” mentality. Clearly, based on the picture above, I don’t take myself too seriously. I have a passion for what I do, and a bigger passion for the people I do it with.

JUSTIN PEABODY

GRAPHIC DESIGN & ART DIRECTION

NEPTUNE RETAIL

(JANUARY 2014 - PRESENT)

Started in January 2014 as a Senior Art Director. Creating shopper solutions that influence purchase behavior and brand perception. Creating and launching brands in national retail markets.

SAATCHI & SAATCHI X

(JANUARY 2012 - DECEMBER 2013)

Joined Saatchi & Saatchi X in an Associate Designer position on the P&G/Sam’s Club team. Our team created shopper-focused campaigns that drove purchase through emotion and insights. Worked with brands such as Tide, Bounty, Charmin, Pampers, Olay, and Gillette, among others. Co-equity campaigns included the 2012 Olympic Games, the National Breast Cancer Foundation, and Oprah’s Lifeclass.

In March of 2013 I was promoted to Art Director. Added responsibilities in ideation, concept development, client presentation, timeline management and collaboration with external partners, as well as increased design responsibility.

- Awarded Outstanding Partner by P&G, 2012
- 2012 Effies Finalist: Sam’s Club Gift Card Program

RHOBOTA

(JANUARY 2009 - PRESENT)

Rhobota is a side project that I co-founded with my best friend and computer programmer extraordinaire, Ryan Henning. Together we have developed multiple iOS applications, including the Norman Music Festival App, and The Journal.

SAATCHI & SAATCHI X INTERNSHIP

(MAY 2011 - AUGUST 2011)

While in school I interned for Saatchi & Saatchi X and gained an understanding of not only operation of agency functions, but an introduction to shopper marketing.

OKLAHOMA CITY THUNDER INTERNSHIP

(JUNE 2010 - AUGUST 2010)

My first experience in real-world marketing. Challenged with developing strong brand equity in a relatively new NBA market. Dealt with a wide variety of work including schedule posters, will call ticket envelopes, elevator door skins, newspaper ads, banners, posters and event signage.