

Justine Sery

Creative Director & Leader

RESUME

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Hi!

I'm a creative leader who partners across brand, marketing, product, and business teams to turn strategy into clear, compelling direction. My experience spans defining creative vision, evolving brand expression, developing integrated campaigns, and building scalable design systems. I bring strategic thinking, strong judgment, and hands-on leadership to every stage of the process.

WORK EXPERIENCE

Shift4 (NYSE FOUR, Fortune 1000)

- Apr 2025 – Present
Creative Director
 - Directed the creative integration of a global acquisition valued at approximately \$2.5B, and helped lead teams through international M&A rebrands and brand integrations.
 - Conceived, led, and executed a company-wide corporate rebrand, while simultaneously integrating its flagship product brand into a unified visual identity system.
 - Partner directly with C-suite executives on quarterly earnings reports, board of directors presentations, and CSR/ESG reports.
 - Initiated cross-functional collaboration between Creative Services and Product Design, improving creative alignment, production efficiency, and brand recognition in the marketplace.
 - Lead and mentor a 5-person design team across multiple disciplines, guiding both their growth and the quality of their output.
- Feb 2024 – Apr 2025
Senior Graphic Designer II
 - Lead designer for new creative and VIP projects; worked directly with the EVP & Director of Strategy on quarterly earnings releases and investor day materials.
 - Filled in for the Creative Director as necessary, assigning projects, guiding the design team, and approving creative.
- Jan 2023 – Feb 2024
Senior Graphic Designer I
 - Created business development proposals and presentations directly supporting company growth and large enterprise customer wins.
- Sep 2019 – Jan 2023
Graphic Designer

Restaurant Manager POS (Formerly Action Systems Inc.)

- Oct 2014 – Sep 2019
Graphic Designer
- Mar 2010 – Oct 2014
Sales and Marketing Assistant

SKILLS

Brand & Creative Strategy
Team Leadership
M&A Brand Integration
Executive Partnership
Cross-Functional Collaboration
Hands-On Design
Brand Systems
Team Building
Problem Framing

PROGRAMS

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere, After Effects, Acrobat, Express, Firefly), Figma, Microsoft Office, Google Workspace, Keynote, Monday.com, Workiva, Canva, Workday, ADP, Claude, Grok, Chat GPT, Lovart AI, Midjourney, Nano Banana, Higgsfield

EDUCATION

2013
BFA, Graphic Design
Univ. of Maryland, Baltimore County

2011
A.A., General Education
Montgomery College