

Justin Thompson

Creative Direction · Video and Motion · Experiential

Award-winning Creative Director with 20+ years steering digital campaigns for platinum-selling artists, global hospitality brands, and one of the world's largest cable networks. Emmy- and Telly-recognized for breakthrough concepts that fuse strategy, design, and technology—driving millions in revenue and industry press. Hands-on leader who builds and mentors high-output creative teams while staying fluent in every modern tool. Ready to scale your brand vision.

Experience

Comcast / Xfinity Creative Services Manager 2014-Present

Reporting directly to the Director of Creative Services, I shape and execute national TV spots, documentaries, social campaigns, digital signage, and live events. I lead a four-person creative team through daily huddles, performance reviews, and targeted skill development while remaining hands-on in copywriting, motion design, editing, and event production. Over four years previously as Associate Creative Director, I built the in-house motion and digital content pipeline, streamlined workflows to cut production timelines 25%, and established Comcast as a benchmark for integrated brand storytelling. Constantly finding new and creative ways to integrate AI technologies into creative processes.

Skills: Design & Delivery, Brand Stewardship, Cross-functional Partnership, Project Management, Copy writing, Leadership, AI Enhanced Efficiency, Production Support

theWit Hotel Project Manager, Live Event Producer 2012-2014

As Lead Creative and Live Event Producer for theWall at ROOF on theWit—a premier Chicago rooftop nightclub—I conceived, pitched, and delivered a 20'x12' permanent projection-mapped installation with integrated LED and moving lights that redefined the venue's nightly experience. I produced all immersive motion content, VJ'd live alongside globally touring DJs for sold-out weekends, and served as weekly event producer for 50+ client activations, overseeing technical riders and flawless execution. I built and trained a three-person in-house team to operate, maintain, and refresh content, ensuring seamless continuity after my departure and establishing a scalable creative pipeline.

Skills: Immersive Design & Tech, Live Event Production, Management and Training, Motion & Content Creation, Hospitality, Pitch-to-Delivery

Limegreen Creative Team Lead 2010-2012

As Creative Team Leader at Limegreen (Chicago ad agency), I directed a four-person edit/motion team while staying hands-on. Collaborating with producers, I delivered high-impact video for McDonald's, Effen Vodka, and Top 10 NCAA programs—meeting tight deadlines and exceeding KPIs. I drove quality and efficiency via daily reviews, workshops, and streamlined workflows.

FallOutBoy Stage Content and Social Media Creator 2004-2010

As Stage Content Director and Social Media Lead for Fall Out Boy, I evolved from tour photography and videographer—delivering daily photo/video for web and social—to designing LED screen layouts and producing arena-scale stage visuals. Over 6+ years, I directed two official music videos, crafted real-time content for 100+ live shows, and built a visual identity that amplified the band's global brand across many platforms.

Freelance

As Freelance Creative Director, I led ACCO's TruSens brand for 5 years and produced animated sales videos across their full portfolio. I designed large-format LED stage visuals for Blink-182, Major Lazer, and Diplo; crafted experiential installations for Cars.com and Red Bull; and shot photo/video for the Honda Civic Tour over 5 seasons—consistently seizing high-impact opportunities to expand creative scope and client impact.

View my work here: www.justinthompsoncreative.com

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