Lonnie King.

CREATIVE DIRECTOR · DESIGNER · BUILDER

I make the work, and the systems that make more of it.

17 yrs
leading and making creative, in-house and freelance

−58%
creative budget at adHere, with output going up

+20%
ROAS after a brand evolution at EducationDynamics

15+
brand properties governed in one system

01 SUMMARY

Creative Director with 17 years leading and making brand, campaign, and product creative — first as an in-house creative leader, increasingly as the person who also builds the systems underneath the work. I've led remote-first, multidisciplinary creative teams at EducationDynamics and adHere, governed brand consistency across 15+ properties inside a large, matrixed organization, and built the AI-assisted workflows, design systems, and self-serve tools that let lean teams produce more without losing quality. Through my own studio, Lonnie King Designs, I've run client engagements end to end since 2007, spanning DTC e-commerce, education, and real estate. I stay hands-on — in Figma, Adobe Creative Suite, and increasingly in code — from the first sketch through the final file.

02 EXPERIENCE

adHere, Creative Director

Jul 2024 – Sep 2026

- Led brand refresh and evolution work across adHere's insurance, education, and employment verticals, updating visual identity and messaging to match new market positioning.
- Built and ran adHere's AI-assisted creative workflows (Claude, Firefly, and other generative tools), growing output and speed without growing headcount.
- Built Canva templates and Claude-based design systems and generators that let non-designers self-serve routine creative requests.
- Partnered directly with adHere's engineering team on landing page and UX builds, translating product and technical requirements into production-ready creative.
- Led creative for regulated, trust-based clients across insurance, education, and employment, and built the compliance review process that governed it.
- Rebuilt creative operations around an automation-first approach, cutting creative budget 58% while increasing output.

EducationDynamics, Senior Director, Creative

Aug 2020 – Jul 2024

- Led and coached a 10-person, remote-first, multidisciplinary team spanning art direction, design, video, copy, development, SEO, and UX.
- Governed brand consistency across 15+ properties inside a large, matrixed organization, then led a brand evolution that redefined that architecture, lifting ROAS 20% and engagement 15%.
- Established agile creative workflows, scalable design systems, and governance standards, cutting turnaround time 40% and operating costs 30%.
- Managed agency and vendor partnerships directly, holding external creative partners to the same bar as the in-house team.
- Sat in on product and engineering sprint planning to align creative with feature launches and platform updates.
- Brought digital platforms up to WCAG AA accessibility standards.

EducationDynamics, Senior Design Manager

Jul 2011 – Aug 2020

- Led a remote, distributed design and content team, translating business objectives into integrated marketing strategy across Paid Search, Email, Display, Social, and Content.
- Facilitated executive stakeholder workshops that improved cross-department alignment and helped establish structured brand governance practices.
- Led cross-functional creative collaboration that expanded multi-channel brand execution across B2B and B2C audiences.

Lonnie King Designs, Owner, Creative Director

Jul 2007 – Present

- Run an independent studio delivering brand and campaign work end to end for clients across DTC e-commerce, education, real estate, and other industries.
- Co-founded and designed Wantzit, a wishlist and gifting platform, from concept through build.
- Lead developers and engineers on custom website and product builds, translating business and creative goals into technical requirements.
- Deliver integrated brand campaigns across digital, print, video, and experiential platforms tied to measurable business goals.

Allied Trade Group, Graphic & Web Designer

Aug 2006 – Jul 2007

03 SKILLS

Professional: Creative Direction & Brand Strategy, Creative Team Leadership & People Development (Remote & Distributed Teams), Brand Evolution & Governance Across Multi-Property Portfolios, Creative Operations & Process Design, AI-Assisted Creative Workflow Development, Design Systems & Self-Serve Creative Tools, Product & Engineering Collaboration, Agency, Vendor & Freelance Management, Campaign Development (Concept Through Production), Presentation Design, Consumer Insight & Audience Research, Stakeholder Presentations & Executive Communication, Project Management

Design & Creative: Adobe Creative Suite, Figma (UX/UI, Prototyping, Design Systems), Canva, Premiere Pro, After Effects, CapCut, Miro

AI & Generative: Claude, Claude Code, Adobe Firefly, Gemini, Midjourney, Runway, ElevenLabs, Figma Make

Marketing, Ops & Development: n8n, TikTok One, HubSpot, Asana, Trello, Jira, Optimizely, IntelligenceBank, Next.js, TypeScript, Tailwind CSS, Supabase, React Native/Expo, Vite, GitHub

04 EDUCATION

Post Graduate Certificate — Design Thinking & Innovation, University of Massachusetts Amherst

Bachelor of Fine Arts — Digital Media, Iowa State University