

Justin McKinley

VISUAL DESIGNER

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ABOUT

JJJJustin is Justin McKinley, a Boulder-based visual designer working at the intersection of brand, product, and crafted content. Trained eye for how ideas take shape across systems, objects, and experiences, informed by a background in digital and traditional ad agencies, in-house teams, and collaborations with writers, industrial designers, engineers, founders, and creative directors. Approaches independent and collaborative work with the same mindset, staying engaged, following ideas through, and allowing the process to inform the outcome.

WORK HISTORY

Visual Designer • JJJJustin	Jul 2009-Present
Independent Creative · Boulder, CO	
Product Designer • Photobucket	Oct 2025-Jan 2026
Contract · Boulder, CO	
Head of Design • Origin	Aug 2022-Apr 2024
Full-time · Boulder, CO	
Brand Designer • BOA®	Dec 2021-Mar 2022
Contract · Denver, CO	
Senior Designer • Canard Ventures	May 2019-Nov 2021
Full-time · Boulder, CO	
Designer • Mountain Standard	Sep 2018-Feb 2019
Contract · Boulder, CO	
Brand Designer • Life Time	May 2015-Oct 2016
Full-time · Boulder, CO	
Art Director • Life Time	May 2013-May 2015
Full-time · Chanhassen, MN	
Product Designer • NPR	Nov 2014-Feb 2015
Contract · St. Paul, MN · YourClassical.org	

Graphic Designer • Logic PD

May 2011-Dec 2012

Full-time · Minneapolis, MN

Creative • MPLS.TV

May 2011

Creative Collaboration · Minneapolis, MN

Designer • Life Time Fitness

Mar 2011

Contract · Minneapolis, MN

Creative • mono

Jun 2010-Sep 2010

Intern · Minneapolis, MN

Designer • space150

Jul 2009-Apr 2010

Intern · Minneapolis, MN

Freelance Designer • FRWD Co.

Jul 2009

Contract · Minneapolis, MN

Apple Expert • Best Buy

Sep 2008-May 2010

Retail Sales · Mall of America, Burnsville, MN

Digital Print Operator • MCAD Service Bureau

Aug 2007-May 2010

Part-time · Minneapolis, MN

SKILLS & ABILITIES

- 15+ years working as a designer across branding, product, and digital design, in agencies, in-house teams, and independent practice.
- High-level fluency across the full Adobe Suite (Illustrator, Photoshop, InDesign, Premiere) and Figma for product and interface design.
- Experience directing, shooting, and editing video content, from concept through final cut.
- Comfortable moving between branding, product design, and physical building/fabrication, translating ideas into tangible outcomes.
- Extensive experience collaborating directly with engineers and entrepreneurs, taking ideas from concept to shipped product.
- A process-driven approach that treats independent and collaborative work with the same rigor and follow-through.

EDUCATION**Bachelor of Fine Arts, Design**

Minneapolis College of Art and Design · 2006-2010