

JOYCE ELIZABETH HUSTON

CREATIVE DIRECTOR

Brand strategy | Digital experience | Growth marketing
The Hague, Netherlands | No sponsorship required
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Profile

Co-founder and Creative Director with 15+ years across brand, digital and interior design. Combine Figma/UI craft and AI-assisted web production with marketing strategy, performance analysis and commercial leadership.

Experience

DECORILLA | Co-Founder & Creative Director | 2012-Present

Brand strategy, digital experience and growth marketing

- Rebuilt Decorilla's brand identity and digital experience; established cross-channel guidelines. Led brand initiatives through sustained annual sales growth, including 22% company net sales growth in 2024.
- Design responsive UI and components in Figma; guide developer handoff and QA. Independently build interactive web pages end to end with AI-assisted coding, owning functionality and visual refinement.
- Lead creative strategy and execution for web, email, social and sales campaigns, directing campaign concepts, audience-specific messaging and visual consistency.
- Analyze UX behavior, SEO, campaign and newsletter performance to guide design priorities, content, audience targeting and conversion improvements.
- Led end-to-end strategy and launch of the public furniture shop, overseeing brand negotiations, API/FTP feeds, product-data and lead-time logic with engineering, and promotional merchandising.
- Develop AI imagery through prompt engineering, art direction and visual QA; build AI-assisted newsletter workflows and train designers. Hosted dozens of industry webinars, including an AI Masterclass.
- Lead curation and partnerships across 350+ furniture brands. Vendor negotiations and sourcing strategy helped improve reported furniture margin by 6.6 percentage points in 2025 versus 2024.

CHROYCE | Co-Founder & Creative Director | 2025-Present

- Co-founded a Netherlands-based creative agency spanning design and media production. Clients include The Heisman Trophy Trust and Studio Point of View in The Hague.

JOYCE ELIZABETH DESIGN | Founder and Principal Designer

- Led high-end residential design and full gut renovations across the US, Europe and Asia, overseeing contractors and delivery from concept through installation. Managed up to 12 projects concurrently.

LAZZONI USA | Head Designer

- Joyce Elizabeth furniture collection presented through Lazzoni's retail network, with international design-press coverage. Appeared on HGTV's Selling New York.

Selected press and recognition

- Quoted in The New York Times, Forbes, Martha Stewart and ELLE Decor.
- Featured in an Angie's List studio-design video.
- Published on AI-assisted design; workplace-design contributor to ArchiExpo e-Magazine.
- One of 11 industry experts consulted for Forbes Vetted's 2026 Smart Home Awards.

Education and tools

B.S. Interior Design, University of Kentucky

Design & digital: Figma, HTML, Adobe Creative Cloud (Photoshop, Illustrator), SketchUp, AutoCAD

Marketing: Klaviyo, Meta, HubSpot, Google Merchant Center

Analytics: Google Analytics, Search Console, Microsoft Clarity, Crazy Egg

AI production: ChatGPT, Claude, Gemini, Krea, Midjourney, Adobe Firefly, Flow

Video and audio: Premiere Pro, Riverside, iMovie