



Senior Graphic Designer/
Art Director

CONTACT

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ABOUT ME

I am a firm believer that top companies need to hire top talent. I am a senior graphic designer/art director with rare talents having experience in print design, web design, digital design, and marketing. My skills include proficiency in the latest graphic design and marketing applications (e.g. Adobe Creative Cloud, Microsoft Office, Marketo, etc.), great at multi-tasking, a high level of layout and typography, strong eye for color, photography/video direction and pre-press ability. I have developed winning solutions for a diverse range of projects including trade show graphics, marketing collateral, web presences, social media and brand guidelines/standards to name a few.

I have experience leading a team of creatives including graphic artists, UI artists and SEO specialists. I am a great problem solver and fast learner having done work for a multitude of clients (such as: YMCA, Electronic Arts, San Francisco Apartment Association and SAP). I am able to take any project (print, web or digital) from concept to final output, and am up to date on current design trends and social media implementation. On the marketing side, I have created and managed a wide range of marketing programs focused on generating top funnel leads and taking them through nurture campaigns to identify highly qualified leads. I have, solely, implemented and maintained marketing tools such as Marketo to enhance brand awareness through new and exciting creative avenues.

SKILLS RELEVANT TO THE POSITION

Table with 2 columns: Skill Name and Proficiency Level (represented by blue dots).

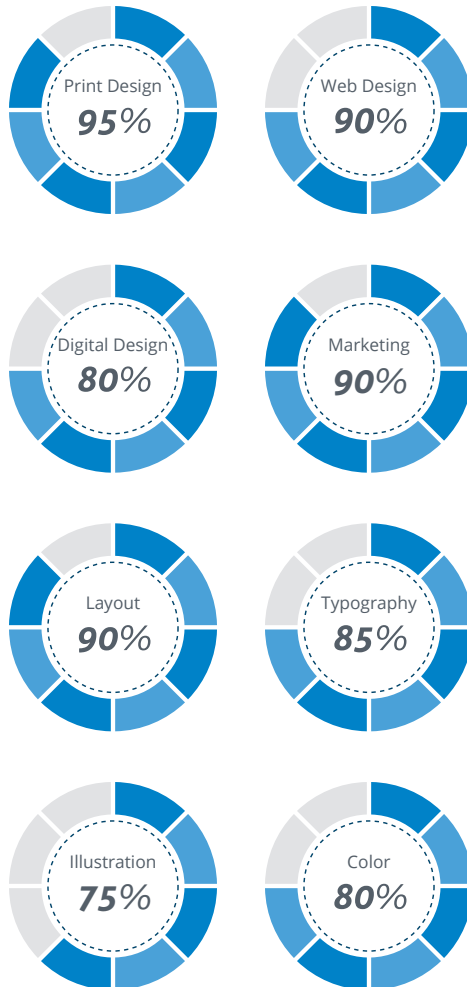
10 REASONS TO HIRE ME

- 1. Excellent Designer skilled in print, web, digital & illustration
2. Well-rounded & experienced in layout/composition, typography & imagery
3. Experienced in creating and executing marketing programs building demand & lead generation
4. Strong organization & project management skills with an eye for detail
5. Decisive & proactive, yet able to listen & analyze feedback
6. Ability to build a trusted rapport with teams, clients & vendors to achieve projects goals
7. Solid problem solver with the ability to think creatively & generate art that communicates compelling ideas
8. A love & passion for what I do
9. 10 years of design experience, but always willing to learn new things
10. Self motivated, hard working, with a "can do" attitude

EDUCATION

San Francisco State University (1998-2003)
Bachelor of Arts in Graphic Design
Track & Field Team Captain 2001 & 2002
Dean's List 2002 - 2003

CORE COMPETENCIES



WORK EXPERIENCE

- United Brands (March 2016 - Present) Creative Director
Managed a marketing team of designers and brand manager while owning all company creative.
Key Responsibilities
Established a new look and feel for the company's branding and various products
Provided artwork and decision making for projects ranging from packaging, collateral, web design, email & more
Established marketing campaigns
Provided mentorship to junior designers while ensuring a collaborative approach to meeting deadlines & high quality solutions
AlertEnterprise, Inc. (April 2011 - March 2016) Art Director / Senior Marketing Manager
Responsible for establishing and maintaining all company creative design, creation & maintenance of marketing programs.
Key Responsibilities
Manage 100K quarterly budget for all marketing programs and creative design
Implemented and, solely, maintained Marketo marketing automation software generating & managing over 100K leads
Develop, manage and maintain multiple vendor relationships for photography, print, digital, web, & video productions
Manage a team of designers, UX artists & SEO specialists locally as well as in India
Josh Wright Design (2006 - Present) Graphic Designer, Freelance
Responsible for solving design challenges of new & returning clients, ranging from small to large organizations.
Key Responsibilities
Develop visual assets and creative for print, web, & digital communications
Manage all aspects of design and production for deliverables, ensuring the highest of quality & timeliness
Service Press, Inc. (Sep 2005 - Apr 2011) Sr. Graphic Designer / Marketing Manager
Provide art direction while coordinating & creating all design projects from concept to completion. Build marketing awareness for a wide range of companies.
Key Responsibilities
Effectively developed new client relationships through eye-catching, recognizable marketing solutions
Provide multiple solutions to complicated design requirements
Develop multiple icons & art assets for social networking purposes
AlphaGraphics (Jan 2005 - Sep 2005) Lead Graphic Designer
Responsible for leading the internal and external design efforts & printing processes; including: 4-color offset, digital copiers & large format.
Key Responsibilities
Ensure strong client relationships by providing creative solutions, leadership, effectiveness, & trust
Be the leading authority & trusted advisor concerning all graphic solutions
Jocoto Advertising (Oct 2004 - Jan 2005) Graphic Designer
Responsible for managing multiple projects daily, providing design & pre-press production.
Key Responsibilities
Visualize & mock up new features according to design specifications
Established a, highly effective, file management system that increased overall production