

Josh Wright

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 and Pardot to enhance brand awareness through new and exciting creative avenues.

SKILLS RELEVANT TO THE POSITION

Adobe Illustrator	●●●●●●●●●●
Adobe Indesign	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●
Adobe Dreamweaver	●●●●●●●●●●
Adobe After Effects	●●●●●●●●●●
Adobe Muse	●●●●●●●●●●
Adobe Acrobat	●●●●●●●●●●
Microsoft Powerpoint	●●●●●●●●●●
Microsoft Word	●●●●●●●●●●
Microsoft Excel	●●●●●●●●●●
Microsoft Outlook	●●●●●●●●●●
Keynote	●●●●●●●●●●
Marketo / Pardot	●●●●●●●●●●
Asana	●●●●●●●●●●
Citrix GoToMeeting/Webinar	●●●●●●●●●●
Trade Shows	●●●●●●●●●●
Email Marketing	●●●●●●●●●●
HTML/CSS/PHP/CMS	●●●●●●●●●●

10 REASONS TO HIRE ME

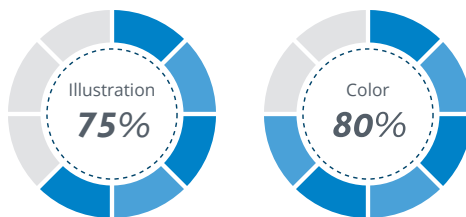
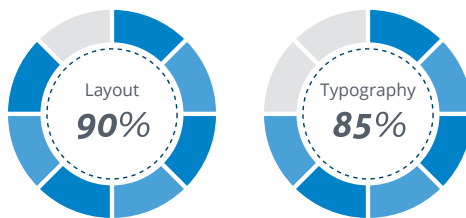
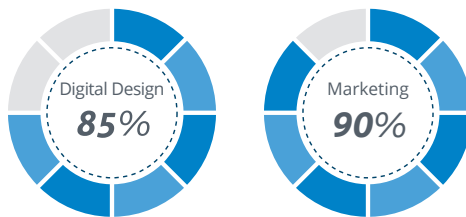
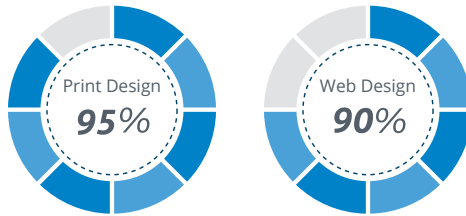
1. Excellent Designer skilled in print, web, digital & illustration
2. Well-rounded & experienced in layout/ composition, typography & imagery
3. Experienced in creating and executing marketing programs building demand & lead generation
4. Strong organization & project management skills with an eye for 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 - April 2020) **Creative Director**

Manage a marketing team of designers and brand manager while owning all company creative and marketing programs.

Key Responsibilities

- Overhaul the company's look and feel to a more cohesive and up-to-date style.
- Provide artwork and decision making for projects ranging from packaging, collateral, web design, email & digital.
- Establish marketing campaigns for product launches, trade shows, contests, social media, and bi-monthly outreach.
- Provide mentorship to graphic 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 creating and maintaining all company creative design, initiation & maintenance of marketing programs. Management of internal and external artists to achieve company goals.

Key Responsibilities

- Manage 100K quarterly budget for all marketing programs and creative design.
- Implement and maintain Marketo and Pardot marketing automation software generating & managing over 100K leads.
- Develop, manage and maintain multiple vendor relationships for photography, print, digital, web, & video productions.
- Establish a winning digital presence across various channels, achieving a large amount of consumer views and interaction.

Josh Wright Design (January 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 develop 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**

Jocoto Advertising (Oct 2004 - Jan 2005) **Graphic Designer**