

Josh Wright

Creative Director | Art Director

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ABOUT ME

Creative leader with 15+ years of experience as a Senior Graphic Designer and Art Director, building brands and leading design teams across tech, retail, and beyond. I've shaped B2B and B2C marketing programs from the inside, directing print, web, and digital work that turns strategy into measurable growth.

I stay at the leading edge of the craft, pairing deep fluency in Adobe Creative Suite, Figma, WordPress, and Marketo with a practical command of AI-enabled workflows. The result is design that resonates with its audience and performs: my brand and marketing initiatives have contributed to 15-20% business growth. My extensive social media marketing experience adds another dimension, with a track record of engagement-driving imagery and sharp, memorable wordplay.

Beyond the workplace, I champion design as a force for community change. In 2020, I pitched the idea of a permanent mural celebrating racial equity to my city council and partnered with local government to bring it to life. After three years of collaboration, the two-city-block mural was unveiled in 2023.

As a leader, I build teams that do their best work. I manage and mentor direct and cross-functional partners, invest in the growth of emerging designers, and share what I've learned with the wider design community. I'm driven to push creative boundaries and deliver work that leaves a lasting mark on the brands, businesses, and communities I serve.

EDUCATION

San Francisco State University | BA Graphic Design

- Dean's List (3 Semesters)
- Track & Field Team Captain

SKILLS RELEVANT TO THE POSITION

Adobe Creative Suite	Trade Shows
AI (Claude, ChatGPT)	Presentations
Illustration	Vendor Management
Video	Marketing Automation
Wordpress	Project Management
Figma	Leadership

REASONS TO HIRE ME

- Managerial experience with a goal to teach less experienced designers.
- Solid problem solver with the ability to think creatively & generate art that communicates compelling ideas and end-to-end journeys.
- Strong organization & project management skills with an eye for detail.
- Ability to build a trusted rapport with teams, clients & vendors to achieve projects goals.
- Self motivated, hard working, with a "Can Do" attitude.

WORK EXPERIENCE

Creative Director

RaceForward (May 2024 – Present)

Lead, develop, and expand the creative team responsible for the visual identity of one of the nation's largest racial justice organizations.

- Applauded by leadership for improving marketing and communications processes, collaboration, tech stack, and workflow across the organization.
- Successfully orchestrated the inside and outside creative look for the nation's largest racial justice conference, Facing Race. With attendees over 5,000+ at our conferences, I creatively established eye catching directional systems and signage that astonished and flowed traffic with ease.
- Managed a team of two in-house and one contract graphic designers, a digital media manager, and a content editor/copywriter to high morale and accolades while producing over 500 projects per quarter on average.

Senior Graphic Designer

Peninsula Jewish Community Center (May 2023 – May 2024)

In a highly cross functional environment I succeed at working closely with many stakeholders on a wide range of campaigns advertising to 3,000+ daily users.

- Recognized for innovative composition, blending digital elements with photos for striking visuals, praised by colleagues and center members.
- Implemented an efficient project management system, reducing time spent on resource search, design reviews, and approvals.
- Collaborated with 10+ departments, creating captivating compositions through harmonious blending of elements, layers, masks, and filters for successful, multi-asset campaigns.

Senior Graphic Designer

FrontAd Media (March 2021 - March 2023)

Responsible for creating and overseeing the look and feel of four tech IP's (FrontAd Media, CompareRemit, Path2USA, and Trackitt)

- Established a cohesive brand look across collateral, presentations, ads, web, and more, resolving prior inconsistencies for impactful branding.
- Revamped Path2USA site with 2000+ pages, attracting 2M monthly visitors. Agile approach ensured successful redesign with effective team oversight.
- Adeptly managed multiple projects, ensuring organization, productivity, and timely, high-quality task completion for cross-functional success.

Creative Director

Whip-It! Brand (March 2016 - April 2020)

Manage a marketing team of designers and brand managers, owning all company creative for a high-end culinary tool corporation serving both physical and ecommerce retail experiences.

- I personally re-branded, boosting sales, brand recognition, and earning multiple high-end food service and restaurant industry awards.
- Provided hands-on expertise across diverse projects, driving effective marketing initiatives and robust lead acquisition with data-driven reporting in packaging, web design, campaigns, presentations, and motion.
- I oversaw vendor relationships for various needs and mentored junior designers, fostering a collaborative environment that consistently delivered high-quality solutions on time.

Art Director

AlertEnterprise, Inc. (April 2011 - March 2016)

Responsible for designing and maintaining all company creative as well as creation & maintenance of marketing programs for a hi-tech, enterprise security software corporation.

- Crafted winning creative solutions across print, web, branding, and more, driving a 53% rise in qualified leads and recognition in Gartner's Magic Quadrant.
- Artfully designed and executed print and digital campaigns for 60+ annual trade shows, resulting in significant quarterly boosts in booth traffic and brand visibility.
- I adeptly led a global team of designers, UX artists, and SEO specialists, delivering exceptional outcomes within a \$100K quarterly marketing and design budget.
- Introduced and managed marketing automation software (Marketo), overseeing 100K+ leads while collaborating closely with sales to ensure qualified opportunities.