

George Joseph

Art Director/ Designer

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[Portfolio - geekincognito.com](http://geekincognito.com)

Summary

Experienced Associate Art Director with a demonstrated 20 year history of work in the marketing and advertising industry with many of the world's largest brands.

Experience

Triad Retail ST. PETERSBURG, FL

Associate Art Director

October 2018 - September 2019,

Managed Walmart.com online retail activation and creative for product lines under L'Oreal, Maybelline, Revlon, Johnson & Johnson, and many other major health & beauty brands.

Led meetings with client and client agencies to review objectives for each marketing campaign. Developed a fully responsive online campaign that fit the client's national marketing as well as working with Walmart's creative initiatives and ADA compliance. Coordinated with creative director, program managers, copywriters, designers and developers to implement each program on Walmart.com.

Senior Graphic Designer

April 2010 - October 2018

Worked on CVS.com and Walmart.com creative teams developing onsite brand experiences, email campaigns, social media and banner ads for hundreds of products under L'Oreal, Revlon, Proctor & Gamble, Johnson & Johnson, GSK, Pepsi Co., Hallmark, Hershey's and many more. Activated online retail campaigns that tied into the brand's national advertising campaigns while fitting into the publisher's creative guidelines.

Awards:

Silver ADDY® Award Online/Interactive - L'Oréal Paris Infallible Paints, 2018

Silver ADDY® Award for Mobile Marketing - Online Campaign, Purina Showcase, 2012

The Topps Company NEW YORK, NY

Sketch Card Artist

September 2016 - Present

Hand illustrate officially licensed sketch trading cards included in retail collectible card sets for Star Wars (Lucasfilm), Stranger Things (Netflix) and Teenage Mutant Ninja Turtles (Viacom/Nickelodeon). To date I have worked on ten retail sets and have created between 15 and 100 cards per set following the license holders strict creative guidelines and approval process.

Creative Solutions Group CLAWSON, MI

Senior Graphic Designer

December 2005 - April 2010

Designed graphics, new business proposals and brand identity for trade shows, corporate sales events, mobile exhibits and multimedia applications. Worked directly with clients, sales, engineering and vendors to establish needs and direction for each project. Key clients included State Farm, US Air Force, Jeep, Chrysler, Bosch, General Motors, Walmart, and Ford Motor Company.

Award:

Ex Award Gold Winner- Command Center Alpha Trailer, US Air Force, 2011

KSK Digital Printing TROY, MI

Production Manager

July 2004 - December 2005

Managed day to day production and scheduling of all digital, grand format and dye sublimation printing and on-site installation for most of the major automotive brand's auto show exhibits and local museum exhibits. Refined procedures and techniques for individual departments, and worked with clients to improve products. Managed quality control, inventory, equipment maintenance and new material research.

Accomplishment:

Managed all graphics production and installation for the The Henry Ford Museum permanent exhibit, 'With Liberty and Justice For All' which is home to the chair Abraham Lincoln was sitting in when he was assassinated and the Rosa Parks bus.

Lettergraphics DETROIT, MI

Apprentice

December 1999 - December 2001

Graphic Designer/Production

December 2001 - July 2004

Created color separations for production screen printing. Hand fabricated badging for concept and show vehicles. Was contracted out to the GM design studios to help on studio presentations and trend studies. Daily production tasks included typesetting, pre-flight, mounting and laminating for grand format printing, dye-sublimation printing and fleet vinyl installation.

Accomplishments:

Helped design ISO standard instrumentation icons used in all motor vehicles

Designed in-vehicle labels and badging for many GM production and concept vehicles

Education

Oakland University ROCHESTER HILLS, MI

September 1995 - June 1996

Lettergraphics Apprenticeship Program DETROIT, MI

December 1999 - December 2001

Skills

Mac/PC, Adobe Creative Suite, HTML5, CSS, Javascript, Typography, UI/UX, ADA

Compliance, Content Management Systems (Joomla/Wordpress)