

George Joseph

Art Director

George Joseph

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Portfolio - geekincognito.com

Summary

Award-winning Art Director with over 20 years experience managing and designing in the advertising industry. Led the development and creative for hundreds of best-in-class online and event marketing campaigns for many of the world's largest brands. Seeking a position to lead world class design that pushes me creatively.

Experience

Paramount & Co. LAKE WORTH, FL

Senior Graphic Designer

December 2019 - Present

Design and manage graphic production for professional and college sports, venues, college campuses, and national and televised events including the NFL, American Ninja Warrior, Top Golf Live, Wichita State Athletics, East Carolina University, FC Cincinnati and the Allstate Sugar Bowl.

Additional responsibilities include developing new business proposals, brand identity guidelines and social media activation. Work directly with project management, clients, and engineering to establish the creative needs and direction for each project.

Accomplishment:

Art directed and designed logos, brand identity, product packaging, social advertising, and corporate sales and marketing materials for the national launch of a new line of energy supplements.

Triad Retail ST. PETERSBURG, FL

Associate Art Director

October 2018 - September 2019

Managed Walmart 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 best in class, fully responsive online campaigns that fit the client's national marketing as well as working with Walmart's creative initiatives and ADA compliance. Coordinated with creative directors, program managers, copywriters, designers and developers to implement each program on Walmart.com.

Senior Graphic Designer

April 2010 - October 2018

Worked on CVS and Walmart 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. Led meetings with clients to review objectives for each campaign that tied to the brand's national advertising 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

Freelance 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 over ten retail sets and have created between 15 and 100 original pieces of art 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 the needs and direction for each project. Collaborated in brainstorming meetings with sales and the industrial design team to develop creative interactive exhibit and display ideas. 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' home to the chair Abraham Lincoln was assassinated in and the Rosa Parks bus.

Lettergraphics DETROIT, MI

Graphic Designer/Production

December 1999 - July 2004

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

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

Skills

Mac/PC, Adobe Creative Suite, Art Direction, Brand Strategy, Team Management, Social and Email Campaigns, Client and Vendor Relations, HTML5, CSS, Javascript, Typography, Web Design, Web Development, UX/UI Design, Print Production, Photo Retouching, ADA Compliance, and Content Management Systems