



joseph tucker . designer mobile 407.694.1099 email joetucker4@mac.com web joseph.tucker.com

career objective

To provide creative design solution and share ideas to a wide variety of clients with the experience in design and production of corporate identity, web, print, marketing productions and presentation publications.

experience

freelance designer, July 2009 - Present.

- As a freelancer and consultant, I provide cost-effective and compelling brand design, web design, web development and marketing services for businesses, non-profit organizations and start up companies.

senior designer, *MindComet*, July 2009 - November 2009.

- Designed and managed web and interactive projects.
- Develop project plans, specifications, application prototypes and information architecture.
- Conduct business process and requirements analysis.
- Managed project change orders and impact analysis.
- Developd RFP responses, proposals and cost estimates.
- Contributed to user interface, design and development efforts.

art director, *Leisure Bay Industries*, September 2002 - July 2009.

- Managed the Leisure Bay brand by developing, creating and maintaining the look and feel of the brand including product images, print work, web ads and other collateral materials.
- Developed a deep understanding of the company's business model and applied it to the user experience via print, web and e-commerce.

art director, *Video Central*, March 2000 - 2002.

- Responsible for coordinating and producing a variety of graphic products and services including ads, newsletters, report covers, annual reports, brochures, exhibit displays, maps and slide shows.
- Oversaw all aspects of projects including design, layout, art direction, recommendations and approvals.
- Prepared final layouts for printing and review.

graphic designer, *Bonnier Corporation*, March 1999 - February 2000.

- Designed advertisements and layout for national publications such as Waterski, Wakeboarding, Kiteboarding, Windsurfing, Sport Diver, Sport Fishing, Fly Fishing and Marlin Magazine.

graphic designer, *Madison Advertising*, January 1996 - February 1999.

- Served as in-house designer for Madison Advertising.
- Created a bi-monthly newsletter for the architects association.
- Designed logos and artwork for silk screening.
- Organized the production of various material and provided design and art direction for ordinances, plans, reports, brochures, application forms, exhibit displays, maps, presentations and slide shows.

skills

Excellent understanding of mac osx, network management, web, and pre-press.

Tools: Illustrator photoshop, acrobat, indesign, dreamweaver, flash, quarkXpress, wordpress.

Design: user interface design, wireframes, information architecture, photography, communication, typography, drawing & writing.

Languages: html, css, ajax, javascript, some actionScript.

education

Full Sail Real World Education, *Digital Media*, Orlando, Florida, 2002.

Red Wave Interactive, Inc., *Macromedia Authorized Training Program*, Web & Multimedia.

University of Central Florida, *Bachelor of Arts in Art*, Graphic Design, May 1997.

references

Available upon request.

portfolio

www.joseph.tucker.com