



joseph tucker : art director/interactive designer mobile 407.694.1099 email joe@josephtucker.com web josephtucker.com

about

Experienced print & web designer with 14+ years experience across a wide variety of organizations and industries. I offer particular expertise in branding, print, web, & interactive design.

experience

art director, *Six Degrees*, December 2011 - April 2012.

- Collaborated with team to produce award winning print work and intuitive & engaging web user experiences.
- Led and engaged in the research, IA, interaction model, interface, design and overall graphic design for the company's larger content based sites and projects.
- Translated business strategies and user needs into actionable specifications and wireframes.
- Lead designer on The Dingman Group. Provided art direction for *BMW, Volvo, VW & Honda*. Graphic and motion design for localized content for dealerships. Re-Branded *BMW in Melbourne*.

contract interactive designer, *NBC Universal Orlando*, June 2011 - December 2012.

- Flash design, rich media, UI design, landing page design & development.
- Worked with a team of 10 interactive designers & programmers to design/IA and develop the award winning projects such as *The Wizarding World of Harry Potter and Halloween Horror Nights XXI*.

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

- Designed and managed web and interactive projects.
- Developed project plans, specifications, wireframes and information architecture.
- Generated creative layouts and concepts for new and existing clients.
- Conducted creative meetings with clients, developers and team.
- 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.

- Coordinated and produced 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 1998 - February 2000.

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

skills

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

Tools: illustrator, photoshop, indesign, dreamweaver, flash, quarkXpress, wordpress.

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

Languages: html, css, 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.

portfolio

www.josephtucker.com