

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

Senior Designer, *MindComet*, July 2009 - November 2009.

- Senior Designer on a team of five.
- Handled user experience and visual design for multiple projects and worked closely with clients to ensure design success.
- Job duties included conceptualization, art direction, web usability, interface design, information architecture and wireframes.

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, *AKA Big Color Graphics*, April 2001 - September 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.

Art Director, *Video Central*, March 2000 - 2001.

- Created visual communications for corporate identification, national magazine advertisements, direct mail pieces, sales materials and promotional collateral.

Graphic Designer, *World Publications, Inc.*, 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 1998 - February 1999.

- Utilized knowledge of the Macintosh System, design theory and color creativity to create speculative advertisements, ad design and special sections.

Graphic Designer, *Fivetco*, May 1996 - January 1998.

- Served as in-house designer for Fivetco.
- 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.

Computer skills

Excellent understanding of the Macintosh System OSX, Network Management, Web, and Pre-Press.

Tools: Illustrator CS4, Photoshop CS4, Acrobat 9, InDesign CS4, Dreamweaver CS4, Flash CS4, QuarkXpress 6.0, Wordpress, Joomla.

Design: User Interface Design, Wireframes, Information Architecture, Photography, Communication, Typography, Drawing & Writing.

Languages: HTML & XHTML, CSS, AJAX, Javascript, 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