**JOSEPH**

[**JOSEPH.289561@2freemail.com**](mailto:JOSEPH.289561@2freemail.com)

Summary

A results-oriented design professional who leverages excellent communication, and interpersonal and client management skills to produce outstanding visual products. Thrives in deadline-driven environments and is adept at managing heavy workloads with exceptional flexibility and resourcefulness. A very enthusiastic team player with a passion for mentoring members of the creative team and making sure that the creative team's resources are properly utilized in surpassing goals and client expectations.

Highlights

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| --- | --- | --- |
| * Conceptual thinker * Time management * Design strategy * Strong design sense * Workload traffic & monitoring * Template creation * Advanced typography knowledge * Corporate design * Corporate/Brand guidelines   development   * Advanced knowledge in prepress | * 3D Modelling & Rendering * UX Design * Wireframing * Prototyping * Web Design * HTML knowledge * Collaboration in project proposals * Prezi * InVision * Adobe After Effects CC | * Adobe Illustrator CC * Adobe Indesign CC * Adobe Photoshop CC * Adobe Dreamweaver CC * Adobe Flash CC * Adobe Muse CC * Adobe Lightroom * Google Sketchup * V-ray for Sketchup * 3D Studio Max |

Accomplishments

As creative lead for the design team, I designed and implemented visuals for projects that led to the company winning the following awards.

|  |  |
| --- | --- |
| * **Marketing Magazine’s** *TOP 10 Agency of the Year 2015* * **Marketing Magazine’s**   *The MARKies Winner 2015*  Best Idea – Business Event  Client: DBS Bank  Campaign: I Remember Broadway   * **Marketing Magazine’s**   *SILVER Winner 2015*  Best Arts Event  Client: National Youth Council  Campaign: SHINE Festival | * **Marketing Magazine’s**   *SILVER Winner 2015*  Best Use of Venue  Client: National Youth Council  Campaign: SHINE Festival   * **Marketing Magazine’s**   *GOLD Winner 2015*  Best Event for Targeted Community  Client: National Youth Council  Campaign: SHINE Festival   * **Marketing Magazine’s**   *GOLD Winner 2015*  Best B2B Event  Client: DBS Bank  Campaign: I Remember Broadway |

Experience

**Design Consultant** Apr 2017 to Present

**Saiff Solutions** – Philippines

* + - Collaborated with a team of designers to offer improvements and direction on the design aspect of various projects
    - Recommended techniques, methods, and media that is best suited to produce desired visual effects
    - Coordinated with content developers and production managers in the launch client-approved materials
    - Created all communication collaterals, including web pages, brochures, and fliers
    - Meticulously followed corporate brand guidelines to enable brand consistency across campaigns and marketing programmes
    - Prioritized graphic workload and effectively coordinated multiple projects
    - Supported the production of various proposal volumes under tight time constraints
    - Planned and produced marketing materials, including catalogues, handbooks, and charts
    - Designed and produced promotional materials such as point-of-purchase items and brochure show forms Consistently adhered to all internal delivery schedules

**Senior Art Director** Nov 2013 to Feb 2016

**The Events Artery** – Singapore

* + - Collaborated with a team of designers to offer improvements and direction on the design aspect of various projects
    - Recommended techniques, methods, and media that is best suited to produce desired visual effects
    - Coordinated with content developers and production managers in the launch client-approved materials
    - Created all communication collaterals, including web pages, brochures, and fliers
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    - Designed and produced promotional materials such as point-of-purchase items and brochure show forms
    - Consistently adhered to all internal delivery schedules

**Senior Art Director** Mar 2013 to Oct 2013

**Fullhouse Communications** – Singapore

* Designed unique print materials, including advertisements, brochures, logo designs, and electronic direct mailers
* Prepare layouts and drawings in compliance with established guidelines and design standards
* Consistently adhered to all internal delivery schedules
* Designed and produced promotional materials such as point-of-purchase items and brochure show forms
* Prepared proposal volumes for customer delivery
* Adhered to all corporate brand guidelines when preparing graphic materials

**Senior Art Director** May 2011 to Feb 2013

**Priority Consultants** – Singapore

* Planned and produced marketing materials, including catalogues, handbooks, and charts
* Recommended techniques, methods, and media that is best suited to produce desired visual effects
* Coordinated with content developers and production managers to launch client-approved materials
* Planned and produced marketing materials, including catalogues, handbooks, and charts
* Supported production of various proposal volumes under tight time constraints
* Consistently adhered to all internal delivery schedules
* Prepare layouts and drawings in compliance with established guidelines and design standards
* Designed unique print materials, including advertisements, brochures, logo designs, and electronic direct mailers

**Senior Art Director** Jan 2011 to Apr 2011

**ADtitude Pte. Ltd.** – Singapore

* Designed unique print materials, including advertisements, brochures, logo designs, and electronic direct mailers
* Prepare layouts and drawings in compliance with established guidelines and design standards
* Consistently adhered to all internal delivery schedules
* Designed and produced promotional materials such as point-of-purchase items and brochure show forms
* Prepared proposal volumes for customer delivery
* Adhered to all corporate brand guidelines when preparing graphic materials

**Creative Director** Nov 2008 to Dec 2010

**Palate Vine Holdings** – Singapore

* Planned and produced marketing materials, including catalogues, handbooks, and charts
* Recommended techniques, methods, and media that is best suited to produce desired visual effects
* Designed unique print materials, including advertisements, brochures, logo designs, and electronic direct mailers
* Prepared layouts and drawings in compliance with established guidelines and design standards
* Consistently adhered to all internal delivery schedules
* Designed and produced promotional materials such as point-of-purchase items and brochure show forms
* Adhered to all corporate brand guidelines when preparing graphic materials

**Creative Director** Mar 2004 to Oct 2008

**Mindfield Creative Partners** – Manila

* + - Collaborated with a team of designers to offer improvements and direction on every project's design aspect
    - Recommended techniques, methods, and media best suited to produce desired visual effects
    - Coordinated with the content developers and production managers to launch client-approved materials
    - Created all communications collateral, included web pages, brochures, and fliers
    - Meticulously followed corporate brand guidelines to enable brand consistency across campaigns and marketing programmes
    - Prioritized graphic workload and effectively coordinated multiple projects
    - Supported production of various proposal volumes under tight time constraints
    - Planned and produced marketing materials, including catalogues, handbooks, and charts
    - Designed and produced promotional materials such as point-of-purchase items and brochure show forms
    - Consistently adhered to all internal delivery schedules

**Senior Creative Designer** Jan 2000 to Feb 2004

**Metasystems Development Inc.** – Manila

* Collaborated with a team of designers and web developers to produce various marketing materials
* Recommended techniques and methods that is most suited to produce the desired visual effects
* Coordinated with content developers and production managers to launch client-approved websites
* Coordinated with overseas management to discuss project briefs and specifications
* Prioritized workload and effectively coordinated multiple projects
* Served as design lead making sure all designs comply with the clients’ guidelines
* Made sure that all visuals are implemented properly by backend developers

**FA Artist** Mar 1998 to Oct 1999

**FEMAR Graphics** – Manila

* Collaborated and closely followed Art Director's specifications
* Made sure that each artwork adheres to very strict prepress standards

Education

**Bachelor of Science, Computer Engineering** Sep1997

**AMA Computer College** – Manila, Philippines