**JOSEPH**

**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
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Accomplishments

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

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| --- | --- |
| * **Marketing Magazine’s***TOP 10 Agency of the Year 2015*
* **Marketing Magazine’s**

*The MARKies Winner 2015*Best Idea – Business EventClient: DBS BankCampaign: I Remember Broadway* **Marketing Magazine’s**

*SILVER Winner 2015*Best Arts EventClient: National Youth CouncilCampaign: SHINE Festival | * **Marketing Magazine’s**

*SILVER Winner 2015*Best Use of VenueClient: National Youth CouncilCampaign: SHINE Festival* **Marketing Magazine’s**

*GOLD Winner 2015*Best Event for Targeted CommunityClient: National Youth CouncilCampaign: SHINE Festival* **Marketing Magazine’s**

*GOLD Winner 2015*Best B2B EventClient: DBS BankCampaign: 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
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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