



# Joe Elwell

## Graphic Designer

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### ABOUT ME

**IN MY TIME AS A DESIGNER** I have worked in a variety of industries including: glove manufacturing, politics, baseball, finance, and more. By working in different production and creative roles, both in-house and agency settings, as well as freelance, I have developed a wealth of graphic design knowledge and micro- and macro-typography expertise.

### CLIENTS & COMPANIES

- |                             |                          |
|-----------------------------|--------------------------|
| Cone Communications         | John Hancock Investments |
| Dalton Maag                 | Leeds United Americas    |
| Dickinson Lab               | MFS Investment Services  |
| Edison Electric Institute   | Political Ink            |
| Focal Point Fires           | SHOWA Group              |
| Grossman Marketing Group    | Signs By Tomorrow        |
| Henry M. Jackson Foundation | Washington Nationals     |

### PROJECT EXPERIENCE

**Branding • Print Design • Digital Design • Type Design  
Typography • Booklets • Invitations • Brochures • Logos  
Print Production • Posters • Direct Mail • Presentations  
Branding Guidelines • Social Media • Web Design & more**

### EDUCATION

- Carrington College California • Online  
Associates of Science, Graphic Design, 3.0 GPA  
May 2010 – November 2011
- Barton College • Wilson, NC, USA  
Bachelors of Science, Business Management, 2.92 GPA  
August 2004 – May 2008  
Dean's List 3x (Fall 2007, Spring 2007, & Fall 2008)  
Men's Golf team 2004-2008; Co-captain 2008  
Reid Hill Sportsmanship Award 2006

### SOFTWARE & HARDWARE

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#### InDesign



#### Illustrator



#### Photoshop



#### After Effects



#### Acrobat



#### PowerPoint



#### Word



#### Excel



#### Mac



#### PC



#### RoboFont



#### HTML, CSS & Python



## DETAILS OF PROFESSIONAL EXPERIENCE

### **Focal Point Fires**

#### *Graphic Designer*

*Salisbury, England • February 2019 – Current*

- ◆ Developed brand guidelines for British Fires. Using some elements already created expanded and improved aspects of the brand. This includes type-treatments, photography styles, supporting graphic elements, and layout grids.
- ◆ Daily projects include designing: magazine ads, product brochures, packaging, instruction manuals, and maintaining websites for multiple brands of Focal Point Fires.
- ◆ Liaise with internal and external partners in order to ensure projects are delivered on-time and to expectations.

### **Relocation to UK & Dalton Maag Internship**

*London and Salisbury, England • May 2018 – Current*

- ◆ Moved to the UK from the USA via a 2.5 year spouse settlement visa, with the intent of remaining permanently.
- ◆ Took part in an 8-week program at Dalton Maag in London to gain a deeper understanding of designing type, basic font engineering, and development practices. (June-July 2018)

### **Just Joe Graphic Design**

*Freelance • March 2013 – Current*

- ◆ In my freelancing career I have had the opportunity to work with some inspiring entrepreneurs and great causes. Projects typically consist of logo and branding design, for a variety clients and industries including transportation, charities, sports teams, volunteer groups, and political campaigns.

### **MFS Investment Services**

#### *Contract Graphic Designer*

*Boston, Massachusetts • January 2018 – May 2018*

- ◆ Helped re-design company pitchbooks using newly established brand guidelines for sales managers to use.
- ◆ Collaborated with team members to ensure the design of all pitchbooks were visually cohesive.
- ◆ A contribution of mine to the project was encouraging the use of tabular figures within tables so all numerals line-up vertically.

### **John Hancock Investments**

#### *Studio Production Artist*

*Boston, Massachusetts • September 2017 – December 2017*

- ◆ Maintained company's standards and guidelines on all branded print and digital materials.
- ◆ Followed procedures for file management and work processes which included managing edits and trafficking projects utilizing JIRA and Box.
- ◆ Multi-tasked and prioritized workload with quick turnarounds for other team members.

## HOBBIES



## DETAILS OF PROFESSIONAL EXPERIENCE (CONT.)

### **Dickinson Lab**

#### *Graphic Designer*

*Boston, Massachusetts • April 2017 – September 2017*

- ◆ Worked in tandem with the founder to develop marketing and advertising materials as well as e-mail's and annual reports for local businesses.
- ◆ Designed a new Dickinson Lab website using Squarespace. ([dickinsonlab.com](http://dickinsonlab.com))
- ◆ Provided skills and expertise to produce creative work in Adobe Creative Suite.

### **Cone Communications**

#### *Contract Graphic Designer*

*Boston, Massachusetts • October 2016 – December 2016*

- ◆ Designed and edited PPT presentations for RFP's pitched to large brands.
- ◆ Collaborated with different account teams, as well as, the creative team, to design digital adverts, infographics, and other printed ephemera.
- ◆ Ensured print files were correct and ready for third-party print vendors via InDesign.

### **Grossman Marketing Group**

#### *Contract Graphic Designer*

*Somerville, Massachusetts • June 2016 – October 2016*

- ◆ Created invitations and reply cards for ADL, GLAD, New England College of Optometry and the Massachusetts General Hospital.
- ◆ Designed a logo and print and digital assets for the branding of the Easter Seals Bay Area 20th annual Food Wine & Beer Holiday Festival.
- ◆ Helped a division of GMG with silhouetting and editing images for the web.

### **Henry M. Jackson Foundation**

#### *Contract Graphic Designer*

*Bethesda, Maryland • September 2015 – February 2016*

- ◆ Supported the graphics team by producing a series of booklets, and other printed assets, for the Department of Defense and Veterans Health Administration about pain management that involved heavy-use of InDesign.
- ◆ Conceptualized branding for an Air Force battlefield acupuncture training program and designed the layouts for all corresponding printed literature, surveys and PPT presentations.

### **Edison Electric Institute**

#### *Contract Graphic Designer*

*Washington, D.C. • May 2015 – August 2015*

- ◆ Designed social media campaign graphics for global EEI energy conferences.
- ◆ Created printed marketing pieces for programs that are supported by EEI using Adobe InDesign.
- ◆ Produced and edited several quick turnaround template-based print projects.

## DETAILS OF PROFESSIONAL EXPERIENCE (CONT.)

### **Washington Nationals**

#### *Contract Graphic Designer*

*Washington, D.C. • February 2015 – May 2015*

- ◆ Used established Nationals brand guidelines to create B2B & B2C print and web pieces.
- ◆ Developed POP and way-finding signage for Nationals Park (baseball stadium).
- ◆ Collaborated with a senior designer and account managers to develop and create design work.

### **Signs By Tomorrow**

#### *Designer/Production Artist*

*Rockville, Maryland • August 2014 – February 2015*

- ◆ Continuously communicated with peers regarding project life cycles.
- ◆ Operated Flexi and Fiery RIP to conduct pre-press wide-format print projects.
- ◆ Designed signage for businesses and homes.

### **Political Ink**

#### *Contract Graphic Designer*

*Washington, D.C. • April 2014 – August 2014*

- ◆ Assisted the Art Director in designing informational direct mail pieces using InDesign.
- ◆ Used previously designed InDesign templates as a base to create and develop newer, fresher layouts.
- ◆ Designed North Carolina Rep. Tom McInnis' campaign logo, who won his elected seat.

### **SHOWA group**

#### *Junior Graphic Designer*

*Menlo, Georgia • January 2013 – February 2014*

- ◆ Designed and edited artwork for hangtags and glove packaging that involved special templates with die and fold lines, within Illustrator.
- ◆ Sole creative on-staff who managed daily graphic needs from photography and photo touch-up, to magazine ads, booklets, catalogs, trade-show graphics, and more, using the entire Adobe Suite.
- ◆ Interfaced regularly with internal sales professionals to discuss design projects, as well as, communicating with print vendors and publications.

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