

JEREMY JOSEPH

DESIGNER & ILLUSTRATOR

SUMMARY

An award-winning Graphic Designer in the Consumer Packaged Goods space with experience in the Arts & Crafts and Toy Industries. A rockstar of branding, logo design, illustration, and typography with aspirations to break into digital.

CONTACT

610.905.2188

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jeremyjosephdesign.com

Easton, PA

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Acrobat

Adobe After Effects

Microsoft Office

Keyshot

Photography

Procreate

EXPERIENCE

Jeremy Joseph Designer & Illustrator

Chief Creative July 2007 — Current

Work has included collaborating with small and large clients over the years on projects such as apparel design, logo design, re-branding, stationery, ads, social media posts, and packaging illustrations.

Crayola

Graphic Designer & Illustrator October 2013 — February 2023

The lead designer on various product lines from conceptual stage through production — designing logos, branding, packaging graphics, merchandising displays, style guides, and collateral within each product which also included localization design for international markets. Frequently worked closely with the marketing team and other cross-functional teams, photographers, outside design agencies, and print vendors. Also mentored and oversaw projects with our interns and in-house freelance designers.

Associate Graphic Designer July 2011 — October 2013

Designed within the current brand style guides, refresh artwork for existing products, working on various in-licensed content for coloring books, and instruction sheets. Additionally, helped to streamline production processes and guidelines for some of our sub-brands.

Freelance Designer July 2008 — July 2011

Worked on a variety of product lines which allowed for full immersion into the Crayola brand. Work included refreshing and implementing new brand architecture to new and existing products, co-branding design, creating licensed content for coloring books, instructional illustrations and layouts.

Intern January 2007 — March 2007

Worked with designers on licensed line art content for Giant Coloring Pages, Giant Coloring Murals, Color Catchers, and other various internal projects. Also involved in production work and creating mock-ups of concept art for the Sales team.

Kutztown University Design-a-thon

Volunteer Designer April 2006 & 2007

Volunteer designer at the 24-hour Design-a-thon held by Kutztown University's Communication Design program to help benefit local non-profit organizations in which students are split into teams to tackle design specific tasks based on the needs of their assigned organization.

EDUCATION

Kutztown University of Pennsylvania

BFA Communication Design, May 2007

Graduated Summa Cum Laude with a 3.81 GPA

Concentration in Graphic Design with knowledge in Illustration & Advertising

HOBBIES

Running | Video Games | Basketball | Toys | Nerd Pop Culture | Volleyball
Guitar | Cartoons & Anime | Fantasy Football

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CHECK OUT MY WORK AT:

jeremyjosephdesign.com

click the link