

JOE BROWN

PROFESSIONAL SUMMARY

Talented and results-oriented creative professional with experience leading teams, building company culture, and developing strategies to engage target audiences. Proven track record of developing successful and innovative advertising and marketing campaigns that improve brand visibility and increase revenue. Possesses excellent eye for detail, strong understanding of brand voice and messaging, and strong knowledge of various print and customization methods.

SKILLS

- Adobe Creative Suite
- Microsoft Office Expertise
- Branding
- Account Management
- Staff Development
- Project Coordination
- Prepress and Printing
- Quality Inspections
- Team Leadership
- Brand Management

WORK HISTORY

VICE PRESIDENT OF DESIGN 02/2008 to 02/2023

Namify/Axomo, Springville, UT

- Developed creative and original designs for print materials, including apparel, promotional items, banners and signs, etc., for a variety of clients in across various fields and industries.
- Mentored junior designers and provided design guidance to improve standards of overall team output.
- Identified opportunities to improve business process flows and productivity.
- Demonstrated proficient leadership skills to motivate employees and build competent teams and established performance goals for department and provided methods for reaching milestones.
- Increased company growth through collaboration with sales and marketing departments.
- Represented organization at industry conferences and events.
- Hired and managed employees to maximize productivity while training staff on best practices and protocols.
- Cultivated company-wide culture of innovation and collaboration.
- Established and maintained strong relationships with customers, vendors and strategic partners.
- Oversaw proofing of all job orders, securing client approval prior to production.
- Worked closely with in-house print and production teams (screen printing, engraving, embroidery, wide-format digital printing, direct to garment printing) to ensure a high level of quality standards.

GRAPHIC DESIGNER 07/2006 to 02/2008

Temkin International Inc., Payson, UT

- Developed creative design for print materials, banners and signs.
- Developed innovative designs for variety of clients in the floral and food industries.

- Created artwork for product packaging and promotional materials.
- Generated prepress proofs in digital or other formats to approximate appearance of final printed piece.
- Prepared jobs for color proofs and print.
- Compared digital and physical customer files to identify and address discrepancies such as fonts, graphics or and layouts.
- Worked closely with in-house print and production teams to ensure quality and accuracy.

EDUCATION

Brigham Young University
Bachelor of Arts, Graphic Design