



JOSEPH CONTI

Graphic Designer 📞 347-456-0413 🌐 @jcdesign33 🌐 josephcontidesign.com ✉️ jc@josephcontidesign.com

BIG PICTURE

To deliver creative that exceeds expectations and that is executed with a purposeful and appropriate strategy at its core.

SKILLSET

Adaptability, Stability, Reliability, Organization, Resourcefulness, Initiative, Graphic Design, Advertising, Branding, Identity, Social Graphics, Textile Product Design, Editorial Design, Product Catalog Design, Sell Sheets Print Production, Static Web, Fine Arts, Creative Strategy, Marketing Collateral, Packaging, Database Management, Process Automation, MAC or PC, Deadlines, Leadership, Client Service

EXPERIENCE

Sports Product/Package Designer; The Northwest Company (November 2015–PRESENT)

- Design/Development Licensed Sports Products (Throws, Blankets, Bedding, Pillows, Bath, Beach, Drinkware)
- Catalogs, Books, Sell Sheets, Presentation Design for Sales Meetings, Trade Shows, Licensor and Retailer Meetings
- Packaging for Licensed Sports and Lifestyle Products
- Brand Standards and Style Guides for every pro sports team
- Print and Digital Ad layouts
- Image retouching/processing for E-Com, presentations, catalogs
- Posting concept approved art to worldwide factories
- Product Sample proofing, QA for licensor and internal approvals
- Trade Show/Sponsored Event Signage

Freelance Design (May 2008–PRESENT)

- Graphic Design for Print or Web
- Social Graphics
- Advertising, Branding, Marketing Collateral
- Simple Frame Animation

Package Designer; Fun World/Easter Unlimited (May 2014–November 2015)

- Mechanical Art Design/Production
- Dielines, Comping, Photoshoots
- Photo Editing/Retouching
- Showroom/Trade Show Graphics
- Style Guide Development

Graphic Designer; Daily Racing Form (August 2013–May 2014)

- Editorial Page Layouts
- Daily Turnarounds/Tight Deadlines
- Web/Social Media Graphics
- Online Periodical Production/Design

Freelance Creative Services; Lazard Asset (July–August 2013)

- Financial Marketing Communications
- Adhering to Visual Brand Guidelines
- Data Visualization
- Finalizing for Print and Online Distribution

Evening Supervisor; PureRED (February–June 2013)

- Lead a group of 17
- Assured proper procedures were followed
- Balanced a complex schedule
- Facilitated internal & external goals

Lead Production Artist, PureRED (May 2009–February 2013)

- Retail Ad Production
- Built an account from the ground up
- Met tight deadlines & took on heavy workloads
- Long Hours & Little to No Complaining
- Directed & Trained subordinates

EDUCATION

Kutztown University of PA; BFA in Communication Design (May 2008)

- Dual concentration in Graphic/Advertising Design
- Faculty comprised of Design Industry All-Stars
- 3.2 GPA, Dean's List Not Once But Twice
- Learned what an all-nighter was