

Joe Barsin
GRAPHIC DESIGNER
ILLUSTRATOR

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1240 Tamarack Trail
Arnold, MD 21012 USA

June 2019

Dear Marketing and Creative Decision Maker:

If you are seeking a creative, self-directed, and solutions-oriented consultant with solid experience in graphic design & illustration, visual marketing, and comprehensive project oversight, I encourage you to view my attached resume.

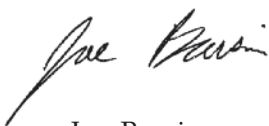
In addition to my years of experience creating powerful and effective designs for diverse industries and clients, you will find upon reviewing my resume that my previous experience includes serving as an art director, illustrator, designer, and freelancer. You will also note a proven ability to meld creative thinking and conceptual skills with analytical and business talents to offer clients well-rounded services.

A small selection of my key projects and accomplishments include...

- Designed Maryland State "Bay Plate" for Chesapeake Bay Trust to support conservation fundraising and awareness, a design which generated \$30M in revenue and maintained a 14-year production run.
- Conceptualized and launched a retail website featuring original Maryland-themed products and apparel, overseeing product design, manufacturing, social media advertising, and SEO.
- Created and maintained a distinct brand identity for the annual Annapolis Film Festival, designing original themed graphics for each occurrence of the event's 7-year run.

With a firm commitment to the creative industry and enthusiasm for furthering my artistic and professional capabilities, I look forward to making significant contributions in your employ. Ready to explore this opportunity with you in greater detail, I hope to meet with you soon. Until then, thank you for your consideration.

Sincerely,



Joe Barsin
Enclosure



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GRAPHIC DESIGN | VISUAL MARKETING | PROJECT MANAGEMENT



Creative and adaptable graphic designer, art director, and illustrator with extensive first-hand experience completing complex projects in diverse sectors. Strong sense of visual unity applied to create powerful and consistent brand identities for clients in fields including Non-Profit, Retail, Finance, Event Planning, Healthcare, and the Government. Classically trained artist with advanced knowledge of visual principles and practices enabling clean, distinct designs. Excellent at strategizing with clients to develop powerful, recognizable imagery. *Areas of expertise...*

Environments: Macintosh OS X / 9, Windows 7/10

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign), QuarkXpress, Microsoft Office Suite (Word, PowerPoint, Outlook, Excel), HTML/CSS

Design: Corporate Identity, Website Design, Social Media & Web Advertisements, Print Promotions (flyers, brochures, posters), Flags & Wall Art, Apparel, Event Backdrops & Visuals.

PROFESSIONAL EXPERIENCE

JEB Design, Inc., Arnold, MD

Creative Director / Product Developer / Principal, 1998-Present

Provide creative, distinct visual media for diverse and highly-visible clientele. Apply design expertise and creative problem solving to conceptualize and draft designs for print and online distribution. Consult with clients to establish goals and creative direction to develop a working content strategy and promote a visually consistent brand identity. Coordinate with creative professionals including photographers, writers, and public relations representatives to synthesize assets in efficiently direct design process.

Selected projects include...



Chesapeake Bay Trust: Supported brand identity and visibility by designing the Bay Plate for Chesapeake Bay Trust using symbolic imagery to create powerful, recognizable brand image.

- Coordinated with government, corporate, and non-profit agencies such as the Motor Vehicle Authority and car dealerships in promoting Bay Plate to increase brand visibility.
- Design used in fundraising efforts; successfully raised \$30M+ over a 14-year production run,
- Supported ongoing brand identity by creating graphics for additional materials, including print and online ads, educational signage, books, and annual reports.



American Association of Pharmaceutical Scientists and Licensing Executives Society, Inc.: Directed artistic design to develop branded materials for conferences, events, and trade shows.

- Created graphics for publications, website and mobile applications, trade show booths, and banners with consistent design characteristics in accordance with AAPS organizational identity.

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United States Naval Institute (USNI): Coordinated with major media agency in redesigning USNI's 150-year old brand identity visuals to integrate effectively into an online marketplace.

- Directed visual development of content rebranding for print and online, applying contemporary graphic strategy to enhance visibility and visual unity.
- Integrated clean, modern designs into a rigid pre-existing visual and marketing structure to maintain USNI standards while updating designs.



CitizenPride.com: Designed, launched, and managed online retail platform to sell products featuring original artistic designs featuring symbolic Maryland imagery.

- Illustrated all original designs for a wide range of products including apparel, decals, flags, signs, wall art, and other custom printed items.
- Managed ongoing marketing efforts and promoted organizational growth by coordinating SEO, social media advertising, and product manufacturing staff.



Annapolis Film Festival: Served as founding art director, responsible for conceptualizing visual identity and creating themed artwork for the festival's annual occurrence.

- Created, designed, and continuously revised visual identity and art style for promotional materials used in annual marketing efforts; festival is now in its 7th successful year.
- Manage communications staff in maintaining ticket website, social media advertising, publications, and merchandise production.



AGM Financial Services: Developed high-quality branding materials for a commercial financial consulting firm to establish and develop brand identity.

- Designed graphic content for promotional advertisements, website and social media pages, and direct mail materials to increase brand awareness and recognition.

Additional experiences as Art Director at Grafik, Alexandria, VA and Sass and Associates, Annapolis MD, and as Assistant Art Director at Squis Limited, Baltimore, MD.

EDUCATION & CREDENTIALS

Bachelor of Fine Arts in Graphic Design
Kent State University, OH

AWARDS & DISTINCTIONS

Featured Illustrator: *Adobe Illustrator Bible (ed. 9, 10, and CS2)*

Secretary's Citation: *Maryland Department of Commerce*

Design Annual Archives Inductee: *American Institute of Graphic Artists (AIGA)*

Design Annual Inductee: *PRINT Magazine*

Design Annual Inductee: *Communication Arts Magazine*

Design Annual Inductee: *Graphic Design: USA Magazine*

Eagle Scout: *Boy Scouts of America*