

JOSHUA PENROD

DESIGN LEADER &
VISUAL JOURNALIST



LOCATION
Minneapolis, MN



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SITE
<http://penrod.design>



GITHUB
PenrodTownship



TOOLS

Sketch	HTML
InVision	CSS
InDesign	JavaScript
Illustrator	jQuery
Photoshop	

EXPERIENCE

Presentation Director

2014-PRESENT

Star Tribune • Minneapolis, M.N.

Currently lead a team of visual journalists who push the boundaries of news reporting and storytelling across digital and print channels. Collaborate with company stakeholders to drive business goals. Sharpening skills as a coder, user-experience researcher and interface designer to craft immersive content.

Senior Art Director

2011-2014

Joe Zeff Design • Montclair, N.J.

Leaned heavily on experience as a deadline journalist and visual storyteller to help some of the world's leading brands — like the NFL, J.P. Morgan Chase, National Geographic, Notre Dame and Adobe — achieve business objectives.

Senior Designer

2010-2011

Los Angeles Times • Los Angeles

Coordinated design for daily editions, Sunday editions and special projects in Sports. Worked closely with design leadership, photo editors and section editors to seize visual storytelling opportunities on a more frequent basis.

Freelance Designer/Developer

2009-2012

Coded and designed three sites: Pre-Snap Read, a college-football blog that saw one million views in 17 months; Nina Carras, static site for a personal trainer; The First Saturday in August, my wedding in the days before templates.

Lead News Designer for Sports

2005-2010

The New York Times • New York

Designed and helped oversee design for daily and Sunday reports, special sections and projects in Sports. Hired to push visual design of the section beyond section fronts, particularly for breaking news and special projects.

PROJECTS

Canvas (Bloc)

2018

UX research • Content strategy • Visual design • Identity design

Developed idea for a cloud storage and project management platform aimed at creatives and creative teams. Conducted user surveys, wrote competitive analysis, developed marketing and content strategies, created user flows, designed wireframes and hi-fi prototypes and developed brand identity for a tool suite that included desktop and mobile site designs for marketing.

BusyBus (Bloc)

2017

UX research • Visual design

Examined current transit app market via user surveys and competitive analysis, used findings to create user stories, sketches and paper prototypes for a transit app aimed at bus riders. Turned prototypes into final high-fidelity visual designs.

EDUCATION

University of South Carolina (B.A., Journalism)

1996-2000

Bloc.io (Designer Track)

2017-2019