



## JOSEPH TAYLOR

Phone - (857) 206-2333

Email - JosphTaylor@gmail.com

Portfolio upon request

### DESIGN IDEOLOGY

I find myself going the extra mile to be constantly learning new techniques, methods and ways to reach complete design solutions.  
Life is Designed – Live Well.

### SKILLS

- Expert Skill in Adobe Software
  - Photoshop
  - Illustrator
  - InDesign
  - Bridge
  - Lightroom
- Web Code Skills
  - HTML5
  - CSS3
  - jQuery
  - Git & SVN
- Thorough knowledge of Microsoft Office software
- Mac & PC platform proficient
- Knowledge of proofing marks
- Marketing and Advertising Campaign Development
- Comprehensive understanding of design briefs and ability to work creatively within them
- Ability to work within tight deadlines and cooperatively with multiple departments
- Certified Cycle Technician
- Very organized and project-deadline driven
- Outgoing, enthusiastic, optimistic and hardworking

### ASSOCIATIONS

SICI Fit - Cycling Fit Certification - 2018 - Present  
Shimano S-Tech - Shimano Bicycle Component Technician Certifications- 2016 - Present  
Specialized SBCU - Specialized Cycling Retail Product Certifications - 2016 - Present  
MassBike - Member - Cycling safety and awareness advocate - 2016 - Present  
CommonWheels - Community Member / Service Tech - 2015, '16, '19  
Bunker Hill Community College - Stainability Club - 2013 - 2014  
Bunker Hill Community College - VMA Student Show Member / Award Winner - 2013  
Bunker Hill Community College - Learning Communities Member - 2013 -2014

### EDUCATION

Bunker Hill Community College - Graphic Design  
Charlestown, Massachusetts  
University of Maine at Augusta - Fine Art Photography  
Augusta, Maine



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## EXPERIENCE

### MYSTIC VALLEY WHEELWORKS | CYCLING SALES & SERVICE

Somerville, MA — 2016 - Present

Fast paced customer facing sales/service. Certified Technician and Fitter, providing in-depth physio, technical, and sales solutions.

### FREELANCE | INTERACTION DESIGNER

Boston, MA — Jul 2012 - Present

Working to craft unique design solutions and developing ideas. I design graphic elements, assets, and visual standards that create interactive, exciting experiences between customers and brands.

### STAPLES | SR. INTERACTIVE DESIGNER

Framingham, MA — 2015 - 2016

Responsible for design of visual UI standards of 2.0 products in collaborative environment. Design, create and maintain graphic assets, including icons, diagrams, product illustrations, as well as on-line help and tutorials. Performed a combination of visual and interaction design work, including low fidelity and pixel-perfect mockups. Worked directly with the UX, Usability, Product Managers and front-end engineers to ensure fidelity of the design standards, creating customer-focused solutions that met business objectives and customer goals.

### BESPOKE HOUSE | LEAD DESIGNER

Boston, MA — 2014 - 2015

Developed visual content consistent to Bespoke's unique look and feel for client applications, while working with complex interfaces to produce simple and highly-usable designs. Translated designs to style-guides and developing with those guidelines into fully-functional hand-coded HTML/CSS/jQuery. Worked closely top to bottom of the agency to implement and refine all portions of Bespoke's design product.

### EXCELLA GRAPHICS | GRAPHIC DESIGNER

Malden, MA — 2013 - 2014

Created Brand Marketing solutions as well as Brand Identity, Logo, Web UI and Poster print materials.

### BJ'S WHOLESALE CLUB | STUDIO DESIGNER

Westborough, MA — 2013

Create and edit graphic collateral aiding the marketing and sales of retail merchandise. Work closely within a collaborative design process to successfully create the most suitable material in support of multiple Fortune 500 companies.

### BHCC-VMA TECH SUPPORT | INFORMATION TECHNOLOGIES

Charlestown, MA — 2012 - 2013

Provide computer technical support in a range of issues - hardware/software. Assist students with homework assignments and learning the essential design software programs.

### SOUTH STATION TRAIN DISPLAY | MODEL DESIGNER

Boston, MA — 2012

Part of Design Team tasked with construction of model train set displayed during the winter holiday season. Responsibilities included: Project Planning, Geographic Art Direction, Landscape modeling, Architectural modeling, Structural Construction, Electrical Wiring, and Painting.