



Pioneer

# Josh Graef

Brand Designer

## OBJECTIVE

To build lasting, trusting relationships with pioneers through the discovery and development of robust branding.

## SKILLS

*Adobe Creative Cloud, Sketch, Adobe XD, InVision, HTML, CSS, Brand Strategy, Packaging Dielines, Print Production, Illustration, Lettering*

## EXPERIENCE

### ParkerWhite Agency

**Digital Designer** JULY - SEPTEMBER 2018

Created digital website designs and monthly ad campaign creative concepts and visuals, in addition to brand development and ad campaign concepts

### SixteenFifty Creative Intelligence

**Mid-level Graphic Designer** JULY 2017 - JULY 2018

Designed brand and identity packages, conceptualized and captured brand personality, created campaign concept creative, product packaging, and collaborated on print and digital designs for clients in the food, beverage, and hospitality industries

### Signum Design Studio

**Graphic Designer** AUGUST 2015 - DECEMBER 2016

Designed logos for student entrepreneurs and implemented digital and print advertising campaigns for the Kent State University marketing department

### Glyphix Studio

**Student Designer** JANUARY - JUNE 2016

Collaborated on brand development projects for local Kent, Ohio clients and the rebrand of Glyphix itself

## ENTREPRENEURSHIP

### Pioneer Brand Supply

**Design Studio** AUGUST 2018 - PRESENT

Created studio brand, culture, and business entity to facilitate high quality brand goods and services.

### PikPal

**Mobile App Concept** AUGUST 2016 - PRESENT

A more intelligent medium for direct mail marketing that wields small businesses and marketers with powerful post-campaign analytics and insightful customer lists — all while offering consumers an app that shoots, prints, and ships photos to their pals.

### Cute Philosophy

**Boutique Clothing Line** FEBRUARY - DECEMBER 2013

Hand-lettering aesthetic apparel production including design, screen-printing, product photography, ecommerce web design and development.

## EDUCATION

**Kent State University** Kent, OH

**Bachelor of Fine Arts** Visual Communication Design

QUALITY · CURIOSITY · INTEGRITY

Josh Graef

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