



Pioneer

Josh Graef

Brand Designer

OBJECTIVE

To build lasting, trusting relationships with pioneering entities through the discovery, design, and development of robust branding for modern cultures.

EDUCATION

Kent State University Kent, OH

Bachelor of Fine Arts Visual Communication Design

Honors cum laude 3.7 GPA & Dean's List

August 2012 - December 2016

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, and collaborated on print and digital designs for clients in the hospitality industry

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 a smart phone app that sends free printed photos to the mailbox of friends and family with the tap of a button.

Cute Philosophy

Boutique Clothing Line FEBRUARY - DECEMBER 2013

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

QUALITY · CURIOSITY · INTEGRITY

Josh Graef

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