



JOSEPH ANTHONY BROWN

GRAPHIC DESIGNER

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EDUCATION

FULL SAIL UNIVERSITY • WINTER PARK, FL.

Bachelor of Science | Graphic Design

June 2012 / February 2015

Awards: Valedictorian & Advanced Achiever

SKILLS

Adobe Creative Cloud

Mac OS X • MS Windows

Microsoft Office

Final Cut Pro

HTML • CSS • JavaScript • jQuery

UX/UI

SASS

Wordpress • CMS

Screen Printing

PrePress

Branding & Identity

Typography & Layout

Client Management

Training & Teaching

Apparel Design

Front-End Web

Concept Development

Responsive Design

Google Analytics

WORK

Anthony Brown Creates

FREELANCE DESIGNER

AUGUST 2014 / PRESENT

- » Execute a broad range of print and web design initiatives for clients
- » Ideation of brand identities for individuals & small businesses
- » Develop custom CMS/Wordpress-based websites
- » Train clients on using content management system upon site completion
- » Examine analytics to optimize online user-experience

AIGA Baltimore

PROGRAMMING DIRECTOR

APRIL 2014 / PRESENT

- » Research and develop topics to engage the Baltimore design community
- » Plan, delegate and manage recurring and special event offerings
- » Ensure cohesiveness with chapter/national mission and branding initiatives

Rogue Squirrel, Inc.

CO-OWNER, DESIGNER

AUGUST 2007 / AUGUST 2014

- » Contributed brand strategy providing visibility within the marketplace
- » Developed print & web marketing materials sparking interest and driving sales
- » Implemented plan which increased profits and reduced overhead
- » Conceived apparel designs for general and special event inventory
- » Directed and carried through screen-printing operations buildout
- » Formed partnerships and new revenue stream via branded 3rd party merchandise
- » Built & maintained ecommerce site, a primary promotional and sales avenue
- » Designed and managed eMail marketing distributed to over 600 subscribers

Chikadeez Marketing

DESIGNER

JANUARY 2009 / MARCH 2012

- » Collaborated with copywriters and developers to create custom content
- » Created webpages, user interfaces, and iconography—for client and internal use
- » Produced spread layouts for print ads
- » Constructed page-layouts for booklets and catalogs
- » Prepared assets for handoff to printer

Times Community Media

DESIGNER/ASSISTANT AD COORDINATOR

JULY 2006 / SEPTEMBER 2008

- » Met strict deadlines, producing ads for display in 13 weekly print publications
- » Designed covers for special edition inserts
- » Audited all ad designs ensuring proper press standards prior to production
- » Oversaw client and ad rep relations to achieve optimum ad & print objectives
- » Managed part-time design team, delegated work and assisted on tasks as needed

Creative Circus

INSTRUCTOR

JUNE 2005 / JUNE 2006

- » Taught beginner and advance Adobe Design Suite, web usability and intro to Mac
- » Critiqued student concepts and project execution during panel assessments
- » Consistently received positive evaluations from students
- » Spearheaded new curriculum on best practices for building portfolio websites