

**PORTFOLIO AVAILABLE AT:  
WWW.PUTNAMCREATIVE.COM/JOEPUTNAM\_PORTFOLIO\_2010.PDF**

**AIMS / ASPIRATIONS**

My aim is to join a company that lives for life and passion, creates enthusiasm by respecting the past, but embracing the future. As a Senior Designer for Fox Head, I will constructively use my vast experience and skills in design, marketing and advertising to create unique solutions for you company. My passions is developing encompassing design solutions for not only identities and print campaigns, but for web and user interfaces as well.

I have a current passport and am willing to travel for company obligations.

**TRULY CAPABLE / QUALIFICATIONS**

My life long passion for photography, type, and design has allowed me to work in many mediums allowing me to find and develop unique solutions for clients; seeing the process from start to finish. My agency training and experience give me the ability to rapidly present, design, and form concepts and final designs within not only small time frames but small budgets. High personal standards push me to be a constructive designer, capable of multi-tasking, working in a team or independently to produce high-end print production design in order to return the best possible solution that engages interest for my client.

**SOFTWARE SKILLS INCLUDE:**

Expert command of Adobe CS4 package – InDesign, Illustrator, Photoshop, Bridge, Adobe Acrobat, Quark XPress 6.5., Fluent knowledge of design for use in for Macromedia suite by website developers. Lengthy experience gives me a high level of print and web production abilities, photo re-touching, art direction of photo shoots, and general photography. Ability to design and maintain small web sites. Fluent use of MS Office Suite. Fluent user and system administrator of Macintosh OS X. Also capable of working in a windows environment. I continually work to develop relevant skills via eLearning to maintain my ability to produce efficiently and accurately at an extremely high level.

**TIME IN THE GAME / EXPERIENCE**

**GEMOLOGICAL INSTITUTE OF AMERICA**

Senior Graphic Designer (Ongoing since 08.02)

- Worked as the single designer to consolidate the marketing and promotional efforts of six divisions within GIA, producing a single, cohesive voice. Efforts saved GIA hundreds of thousands of dollars in vendor costs. I am trusted and effective at producing and overseeing design for GIA's expanding mission including the development of creative print and web solutions for GIA's core functions including corporate outreach, Laboratory, Education, Alumni Association, Scientific Publications, and Instruments divisions.
- Worked with external vendors ranging from design and advertising agencies to print vendors to create the best-possible work that would promote the Institute's mission.
- Collaborated with the senior management to produce the GIA Education Catalog. The robust, 160 page piece was completed in under a month, allowing for delivery two months ahead of schedule – a first in Institute history. After print production was complete, I adapted the catalog for use as an interactive flash book that was used as a secondary sales tool for GIA Education.
- Enacted a strategic plan with senior management to restructure and implement standards of GIA's global identity to domestic and international divisions during a global outreach program and expansion.
- Worked with the copy writer and marketing manager to produce the Distance Education publication and its supporting email follow-up campaign that was followed by a 34% increase in Distance Education enrollments between 2008 and 2010 through
- I coordinated and standardized design of web templates for developer implementation in email marketing as well as Flash and HTML sites.
- Recognized in *Graphic Design Magazine's* "2008 In-House Design Competition" for design of graphics package for GIA Jewelry Career Fair and Tucson Gem Fair. These comprehensive packages included iconography, direct mail, print collateral, trade show booths and a suite of web graphics ranging from Flash banners to in-depth micro sites on GIA's web page.

### RED CARPET RELIEF

Freelance Art Director (ongoing)

- Worked directly with the event founders to develop an identity and subsequent collateral for this exciting non-profit event. The event's distinctive look was used to create advertisements, a social networking site, and other collateral to make the function a huge success.

### GRIFFIN OPTOMETRIC GROUP

Freelance Art Director (ongoing)

- Creation and development of branding solutions including identity and web design. The Griffin Optometric Group strives to be a modern, community-based practice. Special attention was given to maintain local charm, while giving the overall look of a practice that embraced modern technology to better serve its patients.
- Recent initiatives include partnering with the client and developers on the company's information-heavy web site. The new web site uses Flash and CSS scripting to easily transition users from one section of the web site to another using elegant navigation and graphic cues.
- Worked with partnership with group to market new products at the practice, and generate increased revenue via their new website.

### EDWARDS DESIGN GROUP

Freelance Art Director (ongoing)

- Art direction and production of catalogs, identity materials, advertising, trade show POP graphics, and company sales packages.
- Clients include a variety of companies ranging from the action sports to online education companies to international high-tech communication firms.

**RESULTS:** Clients were thrilled with the resulting creative presentations I produced. By working with companies to recreate their public face, a refreshed, contemporary looks gave them broad appeal to new markets. Start-up companies were excited their new brands had a look that put them ahead of their competition and in the fore front of their respective fields.

### WAVEGRINDER SURF FINS

Identity and advertising design

- Create a unique look for this start-up surf fin company that encompassed the science of the technology the fin used, while maintaining its position in the action sports market.
- Design and production of logo and company identity and branding, web site templates, and advertising.

**RESULTS:** The client was extremely happy with the finished result, and continues use of their refined logo.

### AQUENT INC.

Graphic Designer (08.01–12.02)

Clients: Gemological Institute of America, Nike, Camera World, Coca-Cola, Hollywood Entertainment, Targus Inc., Pacific Learning Systems, Juddesign Group.

- Daily interaction with multiple art directors to implement client graphic design standards using high-end production, illustration, and color way design skills to create projects ranging from packaging, collateral, signage, to newspaper advertisement spreads.

**RESULTS:** My ability to work quickly and meet tight deadlines was put to the test in these situations, and was met with high praise upon project completion.

## MILESTONES / EXPERIENCES

## CINCO DESIGN OFFICE (PORTLAND, OR)

Freelance Graphic Designer (09.01–12.01)

High-end, intensive production centered in the action sports industry. Contributed designs for multiple store displays, collateral, and advertisements.

## PLAZM MEDIA INC. (PORTLAND, OR)

Graphic Designer (12.00–3.02)

*Responsibilities:* Concept and creation of identity and branding development for multiple clients, packaging design, store displays, font design, web site development, scanning, and color way design. Other duties included preparing client presentations and creation of mechanical files to ensure accurate press checks for high-end design projects.

## BRAINPOWER / EDUCATION

## BACHELOR OF FINE ARTS, EMPHASIS IN GRAPHIC DESIGN

Oregon State University, June 2000

*Course load:* Graphic Design, photography, fine arts, color design, art history, and writing.

## MOTIVATION / INSPIRATION

Photography, drawing, sports (particularly hockey, baseball and skiing), music, trips to Europe, good color, engaging type, urban design, good signage, late-night design sessions, buzzer-beaters, and adrenaline.

RESPECT EARNED / REFERENCES

**JEFF EDWARDS / PRINCIPAL, EDWARDS DESIGN**

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**ARLON STAGGS / FOUNDER, RED CARPET RELIEF**

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