

JOE KEMP

ART DIRECTOR & GRAPHIC DESIGNER

Accomplished creative professional with over 20 years of experience in art direction, design, and brand development. Proficient in translating marketing objectives into visually engaging campaigns that resonate with target audiences. Adept at managing cross-functional teams and collaborating with clients to exceed project goals and expectations.

CONTACT

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(303) 875-0288

EDUCATION

Bachelor's of Arts
Art Institute of Colorado

KEY SKILLS

Creative Strategy
Art Direction
Graphic Design
Brand Development
Team Leadership
Conceptualization
Marketing Collateral
User Experience (UX) Design
Adobe Creative Suite
Project Management
Client Relations
Multimedia Production
Trend Analysis

INTERESTS

Ice Hockey
Illustration
Running

EXPERIENCE

AMERICAS CREATIVE LEAD • PLACEWISE • 2013 - PRESENT

- Lead a dynamic creative team of designers, developers, and artists to build and execute creative projects for diverse clients.
- Collaborate closely with clients to understand their objectives and deliver innovative solutions that meet or exceed expectations.
- Develop and maintain brand guidelines, ensuring consistent visual identity across all marketing materials.
- Oversee the creation of compelling print and digital collateral, including websites, apps, social media content, and other collateral.
- Conduct trend analysis to stay at the forefront of industry trends and incorporate fresh ideas into creative projects.
- Manage project timelines and resources, ensuring on-time and within-budget project delivery.
- Foster a creative and collaborative work environment that encourages team members to thrive and develop their skills.
- Cultivate and maintain strong client relationships, acting as the primary point of contact for creative projects.
- Guide projects from concept, through design, and all the way through production
- Directed art concepts and design strategies for high-profile clients, consistently exceeding their creative expectations.
- Collaborated with copywriters, photographers, and illustrators to create cohesive visual campaigns.
- Conducted market research and competitor analysis to inform creative decisions and keep brands ahead of the competition.
- Trained and mentored junior designers, fostering their growth and development within the agency.

SENIOR GRAPHIC DESIGNER • MEDIA BREAKAWAY • 2004 - 2013

- Designed and executed a wide range of creative projects, from branding and website design to digital marketing materials.
- Managed multiple projects simultaneously, ensuring quality and timeliness in all deliverables.
- Worked closely with clients to gather requirements and present design concepts, incorporating their feedback to refine final designs.
- Collaborated with cross-functional teams to ensure brand consistency across all channels.

ACHIEVEMENTS

AMPC dotCOMM gold award - 2020 • Dynamic dining guide (hollywood and highland)
Media breakaway employee of the year 2012
Best in portfolio Graphic Design Art Institute portfolio review 2012
Art Institute Certificate of Outstanding academic achievement 2010

References available upon request