# JOSHUA ꙡ RUSSELL

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# ART DIRECTOR

*I am an essentialist with a growth mindset and extremely hard work ethic.*

Being decisive comes naturally to me – I enjoy translating client objectives into creative vision and then ensuring efficient implementation. I keep projects moving forward and am constantly looking for ways to cultivate my designs into more effective and engaging user experiences. I have fun streamlining processes, breaking things down to their fundamental components and then building up from there. I believe collaboration and communication is key to being successful – I keep an open dialogue with stakeholders to maintain transparency and build consensus, which ensures my team meets all business requirements, deadlines, and budgets.

## AREA OF EMPHASIS

- Project Management
- Visual Design (Graphic, UI, Interaction)
- User Experience Design

- Wireframes / Mockups / Prototypes
- Email Campaigns / PPC / Social Media
- Newsletters / Brochures / Flyers

- Brand Identities
- Copywriting / Messaging
- Staff / Client Management

## PROFESSIONAL EXPERIENCE

**Art Director**, 2014 to present
DigitalParc – Minnetonka, Minnesota

**Assistant Marketing Director**, 2016 – 2017
Always Lucy Strong – St Paul, Minnesota

**Online Marketing Specialist**, 2007 – 2014
ADG Promo – Hugo, Minnesota

**Web Designer**, 2005 to present
Freelance - Woodbury, Minnesota

## SELECTED ACHIEVEMENTS

- Assisted well over **100+ clients** share their brands and stories across multiple platforms and channels

- Managed a team of five including developers, copywriters and design interns

- Enhanced market presence utilizing various online marketing techniques, resulting in **$150,000** in trackable bookings

- Increased email list by **500%** from 4k to 19k

- Modernized branding efforts with targeted email campaigns, resulting in a consistent **19-20% open rate** and **5% CTR**

- Successfully launched several new product collections and brands

## TECHNICAL PROFICIENCY

Software / Tools: Adobe Creative Cloud (Adobe XD, InDesign, Photoshop, Illustrator, After Effects); Microsoft Office (PowerPoint, Word, Excel); G Suite; Google Analytics; Google Ads; CMS (Wordpress, Squarespace, Wix); ECMS (Shopify, BigCommerce, Magento); Survey Monkey, Basecamp, Mailchimp, Trello, Toggl; HTML, CSS

## EDUCATIONAL BACKGROUND

Bachelor's Degree of Fine Arts, 2001 – 2005
College of Visual Arts – St Paul, Minnesota