JOSHUA J RUSSELL

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joshua-russell.com

ART DIRECTOR & DESIGNER

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

Seeking a purpose-driven role to make a meaningful impact on the world, I am eager to leverage creative leadership and strategic design skills for projects aligned with a broader mission of positive change. Decisive by nature, I thrive on translating client goals into creative visions and ensuring efficient execution. I drive projects forward, constantly enhancing user experiences through streamlined processes and creative design. My belief in the power of collaboration and communication ensures project success by maintaining transparency and consensus, meeting all business requirements, deadlines, and budgets.

AREA OF EMPHASIS

- Visual Design (Graphic, UI, Interaction)
- Brand Identities
- Copywriting / Messaging

- User Experience Design
- Email Campaigns / PPC / Social Media
- Project Management

- Wireframes / Mockups / Prototypes
- Newsletters / Brochures / Flyers
- Staff / Client Management

PROFESSIONAL EXPERIENCE

Art Director / Designer, 2014 to present
DigitalParc – Minnetonka, Minnesota

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

VOLUNTEER EXPERIENCE

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

SELECTED ACHIEVEMENTS

- Led creative vision and direction for over 100+ clients, overseeing execution of innovative design concepts across multiple platforms and channels.

- Collaborated with cross-functional teams, providing art direction to designers, developers, and writers to ensure cohesive and visually impactful outcomes.

- Created visually stunning and user-centric design solutions for digital platforms, including websites, mobile applications, and marketing materials.

- Leveraged expertise in product UI/UX, SaaS, and design systems to enhance user experiences and drive engagement.

TECHNICAL PROFICIENCY

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

EDUCATIONAL BACKGROUND

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