



## WORK EXPERIENCE

### SUMMARY

A results driven, highly self-motivated and extremely passionate art director, designer and developer with over 15 years experience in all areas of design, marketing and creative process. Particularly talented creating and directing corporate and new business design, UX/UI, website development and creative strategy. Adept at innovating user experience for the web and multimedia applications. Exceptional interpersonal skills and team leader with the ability to develop individuals and teams to work at a higher level. Very skilled interacting with clients and cross-functional teams to develop excellent design solutions that best reflect the client's desired objectives.

### EXPERTISE

Branding / Corporate Identity

UX / UI Design

Logo / Print Design / Direct Mail Design

Web Design / Development

Project Management

Team Building & Development

### SKILLS

Adobe Creative Suite

HTML5, CSS, Javascript, JQuery, PHP

Microsoft Office

WordPress, Joomla, CMS

Wrike, Jira, Project Management Software

### CONTACT INFO

📍 1363 Miller Road, Pottstown, PA 19465

📞 610.804.0920

✉️ JOSH@JOSHUASEASHOLTZ.COM

🌐 JOSHUASEASHOLTZ.COM

#### Dorman Products, Colmar, PA

2010 - Present

- Creative Design Manager, 2013 - Present
- Graphic / Web Designer, 2010 - 13

As Creative Design Manager, I lead an in-house team of designers and videographers on creative projects from concept to final deliverables. Perform a major role in marketing initiatives, branding, website design / development, and other media. Thrived under demanding timelines and multiple projects.

- Developed brand standards / guidelines for corporation providing creative vision
- Improved inter-departmental productivity by establishing new filing and project management systems for tracking & review, as well as new production tools increasing overall team efficiency
- Led a major redesigned of corporate website focused on a responsive UX design and more accessible marketing message
- Front-end developer / regularly maintain corporate website
- Manage team of designers and videographers, as well as utilized external agencies to accomplish creative tasks
- Directly work within cross-functioning teams throughout organization, including marketing, sales, IT, HR and product groups
- Developed in-house team by building a positive creative work environment through goal-setting, employee empowerment and individual skill training

#### MedErgy HealthGroup, Yardley, PA

2004 - 2009

- Art Director, 2008-09
- Senior Designer, 2006-08
- Graphic Designer, 2004-06

While Art Director, I was responsible for creation and execution of visual designs that effectively conveyed clients branding guidelines and expectations. Proficiently interacted with other departments, team members, and outside vendors to ensure project objectives were understood and consistently met. Regularly maintained project status and work flow to adhere to deadlines. Collaborated closely with Creative Director to implement departmental goals.

- Managed multiple simultaneous projects at various stages of completion
- Performed lead role in the design and production across all design mediums
- Maintained production schedules, communicating timelines with outside vendors and in-house team
- Directed freelance / other designers

## EDUCATION

#### MBA, Marketing

2014 - 2017

- DeSales University, Center Valley, PA

*Relevant coursework: Executive Skills Development, Organizational Management, Market Research, Social Media in Marketing, Buyers Behavior*

#### BA, Commercial Art / Graphic Design

1999 - 2003

- Millersville University, Millersville, PA

*Relevant coursework: Typography, Computer Art, Computer Design*

**UX/UI Design & Strategy Certification**, HOW University 2017

**HTML5 Certification**, Aquent Graphics Institute 2011

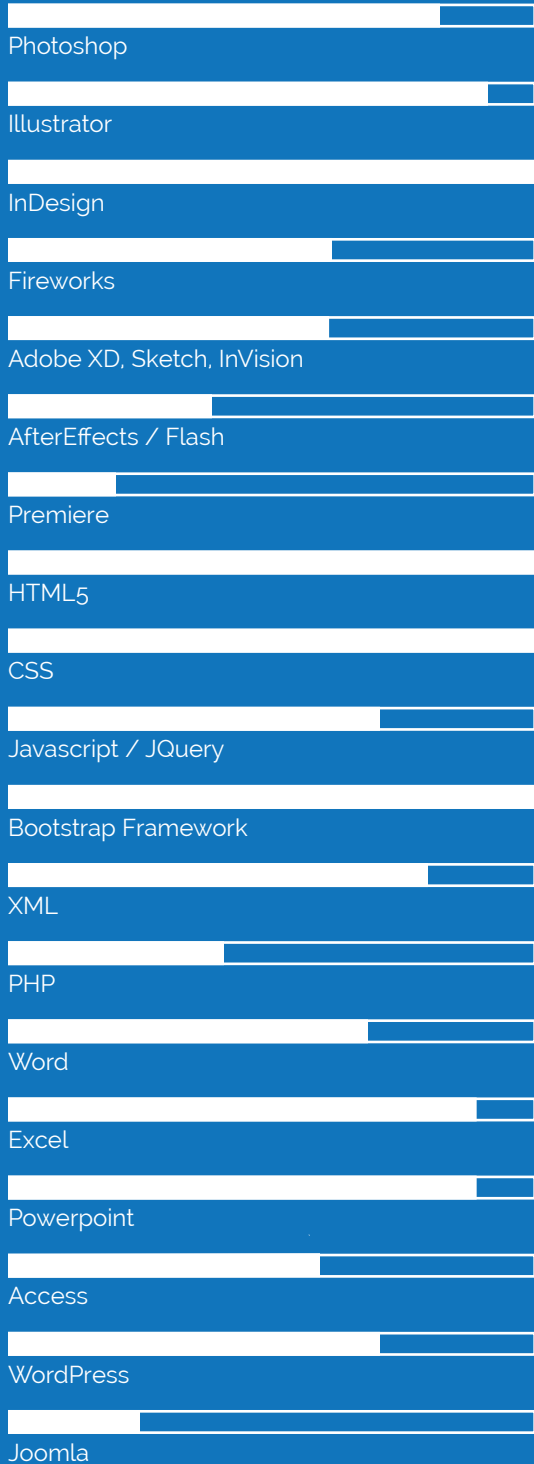
**Flash II Certification**, Aquent Graphics Institute 2007

**Dreamweaver Certification**, CompuMaster 2005



## FREELANCE / CONTRACT

### TECHNICAL SKILLS DETAILS



**The Body Serene Day Spa & Salon**, Skippack, PA 2010 - Present  
 • Created corporate website, as well as maintain / schedule all marketing emails & website updates.  
 • Create a quarterly magazine featuring specials, corporate news and events.

**Saltability Retreat**, Skippack, PA 2016 - Present  
 • Designed / developed corporate website and maintain marketing email blasts & website updates.

**The Accounting Office**, West Chester, PA 2015  
 • Redesigned and implemented new brand identity and website.

**Integral Methods Group**, Landenberg, PA 2013 - 2016  
 • Collaborated with ownership to create new brand identity package and corporate website.

**BirthdayPak (GiftPak) / 365DIRECT**, Springfield, PA 2009 - 2014  
 • Designed corporate brand identity, main direct mailer campaign, which included working directly with corporate partners on advertisements within the mailer.  
 • Developed and designed corporate website with focus on ease of use for customers.

## AWARDS

### Hahn Automotive Customer Awards

• DormanProducts.com: Awarded for Best Website, 2017, 2016

### Benjamin Franklin Award for Direct Marketing Excellence (The Benny Awards)

- 365DIRECT/BirthdayPak: Awarded for business to consumer, invitation to inquire, 2012
- GiftPak/BirthdayPak: Awarded for internet/interactive, invitation to inquire, 2010
- GiftPak/BirthdayPak: Awarded for multimedia, invitation to inquire, 2010
- GiftPak/BirthdayPak: Awarded for direct mail, invitation to inquire, 2010

### RxClub Awards

- WeSeeMore Ad, *Silver Award*: Awarded for magazine advertising, 2007
- HIVCases.org, *Award of Excellence*: Awarded for interactive/web design, 2007
- HIVCases Invitation, *Award of Excellence*: Awarded for invitation and workbook design, 2007
- Zevalin Administration Brochure, *Award of Excellence*: Awarded for brochure design, 2005