

# Joe Edens

Designer and Art Director

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## Skills

**Adobe Creative Suite**  
*Expert Level*

**HTML5 & CSS3**  
*Hand coding*

**Javascript Animation**  
*Good working knowledge*

**WordPress**  
*Styling & PHP knowledge*

**Vector Illustration**  
*Expert Level*

**Final Cut Pro / Premiere**  
*Broadcast & Web*

**Motion / After Effects**  
*Good working knowledge*

**SEO**  
*Best Practices*

**Print Design**  
*Extensive Pre-Press Knowledge*

## Education

**Bradford School 2008**  
A.A. in Graphic Design

**Full Sail University 2004**  
A.A. in Film

## Summary

For over a decade I have applied my passion for communicating thoughtful design into interactive, print, and motion including: responsive and adaptive websites, iOS apps, emails, display ads, print ads, product packaging, TV spots, direct mail, social media ads, WordPress theme styling, and interactive galleries.

## Experience

**Amazon | Seattle, WA**  
Visual Designer II (contract)  
September 2015 - Present

- Static banner ads and eCommerce interactive ad design
- Work closely with Technical Account Managers on tight schedules on multiple campaigns
- Independent project management

**LexBlog | Seattle, WA**  
Senior Designer, Consultant (contract)  
June 2015 - September 2015

- Responsive blog design including desktop, tablet, and mobile
- Working closely with account managers and developers
- Consultant on visual design and art direction
- Independent project management

**Rooster Park | Seattle, WA**  
Full Stack Designer (contract)  
March 2015 - June 2015

Responsive design on a web app for a hybrid social media platform working closely with a technical project manager, software engineers, and produce owners.

- User experience research, flows, wireframing, and prototyping
- Visual design, including style guide based on project's brand standards
- Art direction for web app development implementation
- CSS/LESS styling

**POSSIBLE | Seattle, WA**  
Senior Visual Designer (contract)  
February 2015 - March 2015

Worked closely with the Executive Creative Director on a pitch for Amazon and Burt's Bees developing ads, infographics, and screens showcasing the potential user experience.

## Clients

Amazon  
T-Mobile  
Honda  
Columbia Sportswear  
University of Washington  
Bank of America  
Burt's Bees  
Harley-Davidson  
Sony  
HBO  
Universal  
Disney  
Bethesda  
Bright House  
Mountain Hardwear  
Chicco  
Sorel  
Montrail  
MOGA  
Gonzaga University  
US Airforce

### **POP | Seattle, WA**

#### Senior Visual Designer (contract)

August 2014 - December 2014

5 breakpoint responsive visual design working closely with UX designers and sprint leads on the redesign of a large eCommerce site.

- Lead a small visual design team through multiple use cases
- Completed over 100 responsive visual design comps over many 3 week sprints
- Contributed to new site style guide
- Collaborated with UX and visual design team of over 20 designers

### **LiveAreaLabs | Seattle, WA**

#### Visual Designer (contract)

March 2014 - June 2014

Responsive visual design working from wireframes and email template design over multiple brands including: Columbia Sportswear, Mountain Hardwear, Sorel, and Montrail. Website updates, banner ads and email templates for Chicco.

- Completed over 100 visual design comps over multiple 2 week sprints
- Contributed to new Columbia site style guide
- Collaborated with UX and visual designers on art direction of comps
- Created email template designs for Columbia and Chicco brands

### **BDA | Woodinville, WA**

#### Art Director / Senior Web Designer

December 2013 - February 2014

Brand development, logo design, web design, iOS app design, video pre-production, front-end development, package & print design, project management and art direction to junior designers.

- iOS app design and asset delivery to developers
- Package design art direction for MOGA Rebel game controller
- MOGA logo redesign
- Brand development for a new premium appearance for MOGA controllers
- Social media ads and marketing

### **Brand It Advertising | Spokane, WA**

#### Full Stack Designer | Video Producer

December 2011 - August 2013

Brand development, logo design, video production, web design, front-end development, sound editing, print design, video editing, SEO management and research, motion graphics, and independent project management from start to finish.

- Collaborated with team on landing the first multi-million dollar account by researching, building a concept, maintaining a social media and web presence, and production of on-going TV spots
- Over 10 website project designing and developing from start to deployment
- Print project varying from brochures, business cards, newsletters, and direct mailers
- Video production, motion graphics, and video editing on over 5 different TV spots