JOSEPH LOERA
Creative Designer

Portfolio:
joesprocess.com

LinkedIn:
/in/joesdesigning/

Email:
joesdesigning@gmail.com

Phone:
209.986.8730

KEY SKILLS

Directorial Experience

Graphic Design

Project Management

Prompt Communication

Strategic Thinking

Decision Making

Digital/Physical Asset Creation

Print Prep and Ordering

Web Design

WordPress

UX/UI Design

Usability Testing

Color Theory

HTML/CSS

eCommerce

EDUCATION

Design Lab UX Academy

Graduation Date: January 11, 2023

Ex'pression College for Digital Arts

Bachelor of Applied Science,
Audio Engineering

Graduation date: August 23, 2012

EXPERIENCE

Modesto Nuts Baseball Club
Director of Creative Services | Graphic Designer
Photoshop | Illustrator | After Effects | InDesign | Microsoft Suite

Mar 2021 - Present

· Directed a team responsible for market strategy, social media, email, texting campaigns, traditional print marketing, press engagement, community outreach, and promotion coordination.
· Organized numerous simultaneous projects with multiple clients and ensured timely communication and activation of all contractual obligations
· Designed multidepartment visual elements including programs, posters, flyers, promotional materials, and large form print including vinyl banners and signage
· Coordinated print production and installation of large format printing assets around the stadium
· Reported to the organization's general manager to explain design process and suggest ways to realistically reach project deadlines
· Created budgets that improved inner departmental output while aligning with company allowances and budgetary restrictions.
· Kept constant client communication to ensure prompt delivery of assets
· Designs various graphics specified for both digital and physical
· Optimized and improved the overall design system using high quality assets and organized deliverables

G-Force Productions
Graphic Designer | AV Technician | Live Stream Director
Photoshop | Illustrator | After Effects | Premiere Pro | Microsoft Suite | ProTools

Mar 2020 - Present

· Designed all graphics and video assets required for both in-house and live streaming events which followed client issued design branding guidelines
· Responsible for troubleshooting and resolving hardware and software issues and client concerns in fast-paced, live event situations
· Setup and directed live event streams and ensured stream health and optimal performance for the client and viewers of the streams
· Responsible for setup of audio and visual elements for live events including audio consoles, speakers, microphones, lighting and projection for live corporate events

Pre-Employ.com
Lead Web Designer | UI Designer
WordPress CMS | HTML | CSS | Adobe Photoshop | Illustrator | After Effects | Premiere Pro

Jul 2020 - Feb 2021

· Built cross-platform websites for company subsidiaries and implemented effective SEO practices for maximum performance
· Managed all visual asset and branding creation for websites, promotions, and collaborations with other media outlets
· Coordinated with the CEO and COO to redesign a new UI and UX for companies' employee dashboards to streamline recalling client information and data entry processes
· Tested and identified ways to improve website usability by redesigning and maintaining information architecture and visual hierarchy

Merchant Exchange Productions
Audio Visual Technician

Sep 2019 - Mar 2020

· Responsible for setup of audio and visual elements for live events including audio consoles, speakers, microphones, lighting and projection for live corporate events in San Francisco's business district
· Maintained optimal setup down to the smallest details for high profile clients, parties, weddings, presentations, conferences, and special occasions.

Monster Design Studios
Lead Web Designer | Graphic Designer
WordPress CMS | HTML | CSS | Photoshop | Illustrator | Microsoft Suite

Oct 2015 - Jan 2020

· Led the design and overall aesthetic of over 100 cross-platform websites on WP engine following client branding and vision while implementing current SEO practices to allow higher search results
· Monitored and reported user metrics to provide insight on how to improve user flow, site performance and reduce the bounce rate
· Assured websites met all design requirements and needs of clientele by initiating continuing flows of communication and listening to feedback