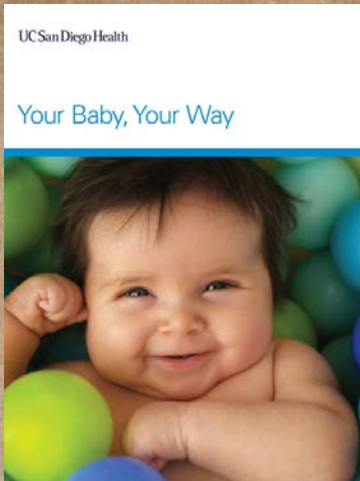
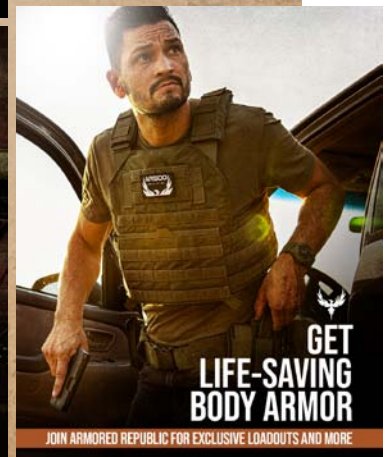
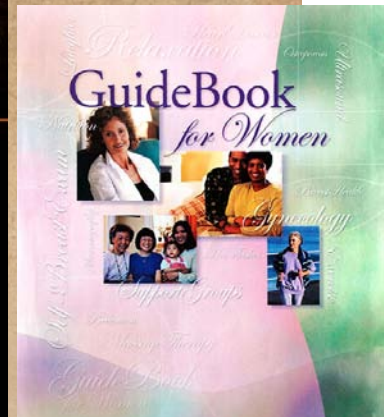


INTRO LETTER, RESUME AND



MINI PORTFOLIO





joegriffindesign@yahoo.com | 619-675-5253 | www.joegriffindesign.com

Artistic Solutions for Your Marketing Projects

About Me...

I am a formally trained, award-winning, graphic designer who possesses the knowledge and experience to support a company, and a design team, regarding the development of advertising and marketing programs, e-commerce and print collateral material, project development and design, copy writing and technical writing, product photography and photo manipulating, and so much more.

Quid Pro Quo

While my resume outlines my past accomplishments, I like to concentrate on the future, on new designs, new concepts and the latest trends. It would be an honor to be given the opportunity to apply my marketing and design skills to projects within your company's marketing parameters. In exchange, I am seeking longevity in a full-time marketing/graphic design position.

Useful Skills that will be a Benefit

My professional experience has enabled me to combine my creative talents with my knowledge of various digital technologies such as InDesign, Photoshop, Illustrator, Acrobat and Microsoft programs. That combination has allowed me to transform client's ideas into effective visuals and marketing campaigns ranging from the design of a company logo to the creation of an entire corporate brand and identity package and e-commerce marketing strategies.

Educated in Design and Marketing

My formal training is founded in a BFA from Kutztown University of Pennsylvania in Communication Design and a Certificate Degree from The Advertising Arts College in San Diego, California in Digital Graphic Design. Both schools have respectable reputations for their curriculum.

Think of Me as The One

After reading this cover letter and reviewing my resume, please take a few minutes to explore my creative work contained in my design portfolio at www.joegriffindesign.com. As you critique my portfolio, consider me as the one candidate who can step into to the task of assisting the entire team and successfully complete the goals of the department and the company.

Sincerely,
Joe Griffin

A handwritten signature in black ink, appearing to read "Joe Griffin".



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CAREER PROFILE

Award-winning graphic designer who will be instrumental assisting your art department expand their creative vision and who will help your marketing team promote brand messaging

COMPUTERS AND SOFTWARE

- Adobe CC 2025: Proficient with InDesign, Photoshop, Illustrator, Acrobat and other creative entities
- Microsoft Office: Proficient with MS Word, Power Point and Excel
- Proficient in Mac and PC computer platforms
- Thorough knowledge of photography, photo illustration and retouching, directing video and photo shoots

DESIGN AWARDS

- San Diego Press Club: 10 awards
- Magnum Opus: 2 awards
- American In-House Design: 2 awards

CONTACT INFORMATION

Phone: (619) 675-5253

E-mail: joegriffindesign@yahoo.com

PORTFOLIO URL

<https://www.joegriffindesign.com>

GRAPHIC DESIGN CAREER HISTORY

■ Marketing Specialist, Graphic Designer, Photographer, Writer

All American Billet, Phoenix, AZ

Manufactures custom car and motorcycle parts and accessories

Marketing Department and Art Department (2025 - Present)

- Design, write and schedule e-mail blasts using Campaigner e-mail software to promote monthly and holiday sales campaigns
- Photograph company products for sales promotions, website placement and print advertising
- Design full page print ads for placement in several monthly magazines related to car and motorcycle industries
- Create graphics for social media and other digital platforms
- Manage file storage on server, creating an in-depth product photo library

■ Art Coordinator, Marketing Specialist, Photographer, Writer

Spartan Armor Systems, Tucson, AZ

Manufactures protective body armor and body armor carriers

Marketing Department (2023 - 2025)

- Redesigned company's artistic appearance with new color palette, typefaces and product placement in e-mail advertising campaigns, website and print pieces
- Photographed company's entire product line for new website design and advertising purposes
- Assisted with redesign of e-commerce website: updated appearance, colors, product placement and ease-of-navigation
- Create graphic designs and images of various sizes for advertising hosted on Google, Instagram, Facebook, E-mail and other digital platforms
- Develop, design and maintain digital and print collateral material for marketing and sales: brochures, catalogs, sales sheets and more
- Created an in-depth photo library
- Wrote technical documents such as catalog editorial, product instruction sheets, product specification sheets, sales one-sheets
- Mentored two junior designers

■ Visual Artist/Senior Graphic Designer, Technical Writer

The Armored Republic, Phoenix, AZ

Manufactures protective body armor and body armor carriers

Marketing and Creative Department (2020 - 2023)

- Collaborate with design/marketing/photography/video team members to conceive monthly marketing campaigns
- Designed and illustrated images for website
- Create graphic images of various sizes for advertising pieces hosted on Google, Bing, Instagram, Facebook, E-mail and other digital platforms



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EDUCATION

Kutztown University of Pennsylvania
Kutztown, PA

- Bachelor of Fine Arts Degree -
Communication Design

The Advertising Arts College
San Diego, CA

- Nine-month Certificate Program -
Digital Graphic Design

PHOTOGRAPHIC EXHIBITS

- Fine art photographs displayed in art galleries and photography galleries in Las Vegas, New York, Barcelona, Berlin, Athens, Milan, Paris, Amsterdam, Copenhagen, Madrid, Vienna, Melbourne and other cities located in the United States, Europe, Africa, Australia and the Middle East

<https://www.joegriffinphotos.com>

WRITING PROJECTS

- Technical writer for two body armor manufacturing companies, catalogs, sales sheets, website information
- Nonfiction travel novel, submitted to agents for possible publication
- Currently writing a murder mystery fiction novel

MILITARY SERVICE

United States Marine Corps

- Honorable Discharge

GRAPHIC DESIGN CAREER HISTORY

■ Senior Graphic Designer, Associate Editor

Design Projects, Inc., San Diego, CA

Marketing and Design Department (2017 - 2020)

- Managing brand design for Grammy-nominated blues band: CD and vinyl artwork, promotional materials, T-shirts, poster, mailers
- Designed main menus, specials menu and table tents for restaurant
- Managed and created direct mail and marketing for high-end hair salon
- Promotional poster designs for local museum functions
- Assist with copy writing for various projects

■ Graphic Designer – Corporate Identity and Design

UC San Diego Health, San Diego, CA

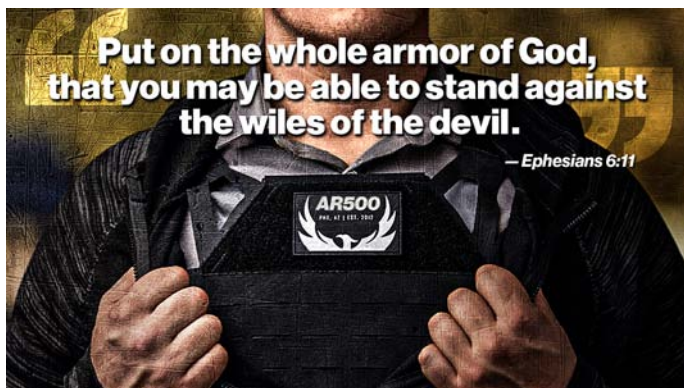
University of California hospital and medical facility

Marketing and Communications Department (2015 - 2017)

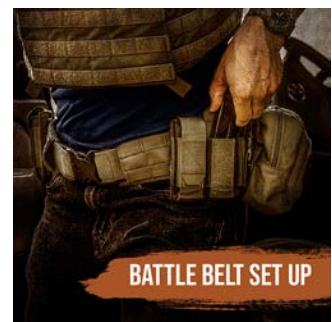
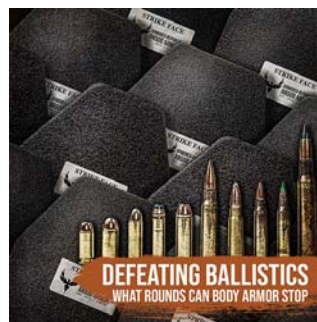
- Designed branding and marketing projects for Jacobs Medical Center located in La Jolla, California
- Designed collateral material for Moores Cancer Center Survivorship Celebration, Mental Health Matters Community Education Series and moving procedures for Jacobs Medical Center
- Designed flyers, brochures, pull-up banners, postcards, mailers, bio-cards, rack cards, event T-shirts, drawstring backpacks, pocket binders, web and mobile banners and advertisements

DIGITAL AND PRINT DESIGNS

Digital and print work created for The Armored Republic, Phoenix, AZ. The top piece is an 8 x 8 inch product catalog followed by ad work and one of many challenging Photoshop projects for website product displays.

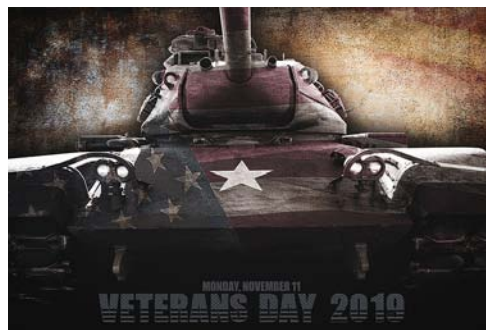


OPERATIONS SENT
ME THIS FOR
THE WEBSITE...



■ COLLATERAL DESIGN

Design of music CD disc, cover and inside spread as well as t-shirt and logo sticker for Grammy nominated Blues band, and several give-away posters.



■ COLLATERAL DESIGN

Samples of collateral material designed for UC San Diego Health: three pull-up banners to promote various hospital events, Pride parade t-shirt, a drawstring bag and a pop-up tent with a detachable graphic back wall and sky flag.



■ BROCHURE AND NEWSLETTER DESIGN

Designed for the various mental health programs created by the Naval Center for Combat & Operational Stress Control. Some pieces were specific to the Navy while others were to the Marine Corps and still others were tailored for both branches of the military.

