

JOSHUA CONTRERAS

A well seasoned marketing and graphic designer with an expertise in promotional layouts, content creation, tasteful typographic composition and digital storytelling. My adaptability and drive in past roles encouraged elevating the brand's presence through innovative design, aligning with strategic marketing objectives, all while maintaining the essence of the brand's core image.

Experience

Carnegie Learning **Contract Graphic Designer** 4/22 - Present

At the Carnegie Foundation for Advancement of Teaching (CFAT), I create promotional content and marketing assets across a range of campaigns in both print and digital. I cover everything from branding and web ads to OOH, email marketing, paid social media, motion graphics, presentation decks, and display ads. With a keen eye on the latest design trends and technology, I am able to fully bring a mix of in-touch creativity and organization to every project.

Tommy Hilfiger **Sr. Graphic Designer** 7/17 - 2/22

Managed the in-house studio projects for our North American stores, this included delegating the design and execution of all print and digital national campaigns, typographic visual layout templates, seasonal in-store refreshes, and social media advertising. Joshua led a small team of designers while also developing and maintaining company-wide branding identities in order to maintain consistency across multiple channels on all marketing and promotional deliverables.

Nicole Miller **Mid-Level Graphic Designer** 2/17 - 7/17

Closely collaborated with the creative director, PR, social media teams and marketing account holders to create all visual components, including content updates for e-comm site, product photography, special event invites, and lifestyle shoots for social media. Joshua also assisted with location scouting for shoots, image retouching, model casting and photography.

Madewell **Digital Graphic Designer** 9/16 - 2/17

Worked closely with the social media art director and marketing teams with digital projects including templated e-mail marketing, social media content updates, image cropping guides, light retouching, lifestyle moodboards for shoots and seasonal trend presentations.

Joe Fresh **Jr. Graphic Designer** 8/15 - 6/16

Developing, updating, and providing all print in-store and OOH deliverables while upholding brand guidelines and utilizing standard print preparation formats. Joshua was also in charge of updating special holiday assets for seasonal in-store promotions including large format printing for cash wraps, table top signage, POS, event activations, and lookbooks.

Sotheby's **Jr. Graphic Designer** 1/15 - 5/15

Collaborated with the associate art director of the creative studio, Josh designed digital and print assets for fine art auctions for the Sotheby's Contemporary, Impressionist, Old Master Painting and American Art auctions. Projects also included announcement posters, large scale outdoor building signage, rotating exhibition brochures, information booklets, event invites, and proposals.

Technical Skills

Project Decks	Photoshop
Illustrator	Premiere Pro
InDesign	Audition
Canva	Nikon DSLR
Lightroom	Fresco
Slack	Presenting
Mockups	Cisco WebEx
After Effects	Typesetting
Workfront	Brand Guides
Keynote	Content Creation

Education

BFA in Advertising/Digital Media
Stephen F. Austin State University - 2010

New Leaders Certification
PVH-University - Madison Avenue - 2019

Motion Graphics Certification
Fashion Institute of Technology - 2019

Advertising Designer of the Year
Stephen F. Austin State University - 2009



[in/itsjoshuacontreras](https://www.linkedin.com/in/itsjoshuacontreras)



joshuacontreras.com



joshua388@gmail.com