

# JOSH CONTRERAS

## GRAPHIC DESIGNER

With a Bachelor of Fine Arts (BFA) degree in Ad Design, Josh brings over 14 years of artistic and creative expertise. Working with prominent brands in New York City, he developed a passion for delivering impactful visual content. He stays attuned to emerging design trends, creating innovative and compelling solutions. A self-starter with a keen eye for detail, and Josh thrives in dynamic environments where creativity and strategy come together to enhance brand storytelling.

## EXPERIENCE

### *Freelance (Graphic Designer) 03/22 - Present*

As a freelance graphic designer, Josh partners with brands and businesses worldwide creating visually engaging content, including logos, websites, social media assets, print materials, packaging and other marketing design needs. Current and previous clients include Leota, Hinojosa London, Sally Beauty, and CosmoProf, as well as OGAE Iceland and Hotel Eyvindará.

### *Tommy Hilfiger (Sr. Graphic Designer) 07/17 - 02/22*

Josh led the design and creative development of Tommy Hilfiger's branded marketing assets, overseeing a graphic team across national, regional, digital, and store levels. He also developed production and communication pieces for internal use and, with the head art director, guided teams on creative strategy, technology, and design standardization. Josh assured to provide consistent and effective graphic design components for both internal and external needs.

### *Nicole Miller (Graphic Designer) 02/17 - 07/17*

Under the guidance of senior management and in collaboration with social media teams and marketing account holders, Josh was responsible for delivering all visual assets. His contributions included content updates for the e-commerce site, product photography, laydowns, event invitations, and lifestyle shoots for social media. Additionally, he assisted with location scouting, image retouching, model casting, and retouching photography.

### *Madewell (Digital Graphic Designer) 09/16 - 02/17*

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, light retouching, lifestyle moodboards for shoots and presentation decks for seasonal trends.

### *Joe Fresh (Jr. Graphic Designer) 10/15 - 08/16*

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

### *Sotheby's Art Auction House (Jr. Graphic Designer) 05/15 - 10/15*

Collaborating with the associate art director of the studio, Joshua designed digital and print fine art auction assets 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, invitations, and lot cards.



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## SKILLS

After Effects	Photoshop
Illustrator	Premiere Pro
InDesign	Retail Signage
Dimension	Art Direction
Mockups	Sound Design
3D Design	Moodboards
Sketch App	Typesetting
Paid Media	Email Layouts
HTML5	Packaging
Canva	Presentations
GIF Animation	Color Theory
Cisco WebEx	Workfront

## EDUCATION

**BFA in Ad Design/Digital Media**  
*Stephen F. Austin State University (2010)*

**New Leaders Certification**  
*PVH-University - Madison Avenue (2018)*

**Motion Graphics Certification**  
*Fashion Institute of Technology NYC (2019)*

**Advertising Designer of the Year**  
*Stephen F. Austin State University (2009)*