

JOEL NEALY - MULTIMEDIA DESIGNER

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EDUCATION **Frostburg State University**

BS, Graphic Design 2005

AWARDS **Project Vita Award** (General Motors) 2013

For excellent artistic contributions to General Motors and the Project Vita initiative.

WORK HISTORY

March 2017 **The Weather Channel - Multimedia Designer**
- Atlanta, GA

Present

- Duties and responsibilities include working closely with internal partners to develop creative assets to meet the needs of the organization. Such as, print collateral, on-air graphics, e-communications & web content.
- Collaborates with Cable Ad Sales team on authoring assets for integrated ad products dedicated to television.
- Understands and represents The Weather Channel TV brand standards with concise visual communication.

Jan 2017 **Melt, LLC - Art Director/Graphic Designer**
- Atlanta, GA

Feb 2017

- Produced large format graphics to be used for the NCAA Final Four Fan Fest.
- Produced on brand graphics for Powerade and Coca-Cola
- Produced scale model output designs for use in city effects for 2018 NCAA College Football Championship.
- Produced city maps, lightboard effects, stage graphics, physical media and social media artwork for Powerade and 2018 College Football Championship.

Multimedia Designer Specializing in:

- Brand Strategy & Development
- Logo & Identity Design
- Collateral Materials
- Packaging Design
- Publication & Editorial
- Illustration
- Web Design & Development
- Art Direction
- Creative Consulting

Skilled in:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe AfterEffects
- Final Cut
- HTML & CSS
- JQuery
- JavaScript

Oct 2016 **Popular Genius - Art Director/Strategist**

- **Atlanta, GA**

- Mar 2017**
- Provides art direction and brand analysis for SecurAmerica, a global security firm.
 - Sources images and coordinates photo shoots for executives.
 - Developed mockups and wireframes for new website model.
 - Designs print ads and social media content

Sep 2016 **Edelman - Graphic Designer**

Atlanta, GA

- Produced digital media for print and web display.
- Provided advanced photo manipulation and compositing for social media and web applications.
- Sourced stock images and retouched them for use in new media.

Aug 2016 **Ames Scullin O'Haire - Digital Designer**

- **Atlanta, GA**

- Sep 2016**
- Scripted HTML solutions for web templates.
 - Edited video using Adobe Premiere in collaboration with Art Director.
 - Produced special effects using Adobe AfterEffects to enhance video footage.
 - Edited and corrected broadcast audio using Avid Pro Tools to finalize multimedia presentations.

May 2016 **McBee Strategic - User Interface Designer**

- **Atlanta, GA**

- Aug 2016**
- Developed website templates from conception to completion visually, to deliver to programmers for production.
 - Produced social media artwork for Facebook, Twitter and Instagram.
 - Sourced stock images for use in designs and acted independently to produce Interface solutions.

Oct 2015 **American Cancer Society - Senior Graphic Designer**
- **Atlanta, GA**

- Apr 2016**
- Provided support to the digital and media teams for social media platforms.
 - Contributed to the ongoing development of company's website by developing and maintaining existing web pages and applications.
 - Developed new web banners utilizing HTML 5 and CSS3.

Apr 2015 **The Atlanta Insiders - Art Director/Designer**
- **Atlanta, GA**

- Current**
- Designed all broadcast graphics utilizing Illustrator, Photoshop, AfterEffects, Premier and Final Cut
 - Developed and designed company website. Responsible for updating web content on an ongoing basis.
 - Responsible for managing social media accounts.

Jan 2015 **Driven Society - Brand Ambassador**
- **Brooklyn, NY**

- Current**
- Responsible for re-branding of all identifying marks.
 - Collaborated with Creative Director to deliver eye catching visuals for company's social media platforms.
 - Responsible for managing company website and updating content.

Jan 2014 **UL Engineering - Multimedia Designer**
- **Princeton, NJ**

- June 2014**
- Front end Web Developer and Graphic Designer.
 - Scripted solutions for educational software in HTML & CSS.
 - Customized and translated educational courses from language to language.
 - Operated vault software to ensure proper document flow and confidentiality.
 - Scripted solutions for educational software in Actionscript 2 & 3.

- Jan 2012 **Prudential Retirement - Graphic Design Specialist**
- Iselin, NJ
- July 2013
- Designed print campaigns, microsites, widgets, HTML emails, animations and conference materials that were distributed both internally and externally to clients.
 - Communicated and collaborated with account representatives, content providers, and print production associates to ensure that all visual communication was fluent and cohesive.
 - Produced Prudential's 2012 Multimedia Annual Report in collaboration with Design Manager for Company President Chris Marcks.
- Sep 2011 **All Things Media - UI Designer/Production Artist**
- Mahwah, NJ
- Dec 2011
- Responsible for providing production art, digital specification charts, and visual assets that were incorporated into the 2013 Mercedes Benz Model Year iPad app.
 - Collaborated with proofreader and copywriter to make changes to iPad app copy.
 - Designed distinctive brochures and posters following the Mercedes Benz branding guidelines.
- Feb 2011 **Kleinfeld Bridal Company - Graphic Designer/ Web UI**
- New York, NY
- Aug 2011
- Responsible for layout design, retouching, and color correction of company brochure and look book.
 - Responsible for accurate copy writing of marketing materials.
 - Designed wire frames, mood boards, and mockups to convey art direction to clients as well as business partners.
- Mar 2010 **Sentrx Safety Systems - Web Developer / User Interface Designer**
- Little Falls, NJ
- Aug 2010
- Conceptualized and designed web application interfaces.
 - Scripted routines to activate interfaces using Flex/ActionScript and PHP.
 - Developed data-driven application designed to track side effects of leading pharmaceutical products.
- May 2005 **The Creative Circle - Freelance Designer**
- New York/New Jersey
- Jan 2010
- Various Graphic Design Services