

Joel Rashan Nealy | Multi Disciplinary Designer

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Professional Summary

Highly skilled Graphic Designer with over 15 years of experience creating visually compelling designs.

Certifications: [Google UX Design by Google on Coursera](#). Certificate earned at December 12, 2024

[Certified Professional in Visual Design Using Adobe Photoshop](#). Earned April 21, 2025

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|-----------------------|---------------------------|-------------------------|-------------|
| ✓Graphic Design | ✓Design Conceptualization | ✓Print Collateral | ✓Banner Ads |
| ✓Brand Identity | ✓3D Design | ✓Brand Messaging | ✓Figma |
| ✓Visual Communication | ✓Environmental Graphics | ✓Creative Collaboration | ✓AI Prompts |

RELEVANT WORK EXPERIENCE

Spring Health (December '24 - Current - Contract)

Marketing Production Designer (Target Corporate Account)

- Digital Design lead responsible for file preparation and on brand consistency for digital and print files.
- Working specifically for Target, I harmonized Spring Health's brand language with Target's brand language to create cohesive documents and physical media.
- Created and updated marketing collateral and participated in creative reviews designed to improve workflow.
- Supported Marketing Team with essential creative updates, enhancing brand consistency.

Eaton Corporation (March '24 - September '24 - Contract)

Senior Graphic Designer (Packaging Focus)

- Principal Designer and editor for time sensitive packaging projects, serving as liaison between the Creative Department and external printers.
- Provided quality control in conjunction with Project Manager for company wide design materials, including die-line changes to globally redefine packaging specifications. Unified design files between InDesign and Illustrator as well as reorganizing file structure for faster implementation and ease of manipulation bringing value to the Creative Department and speeding up production time.
- Applied versatile design capabilities by providing social media solutions and designing with modern, sustainable design techniques, such as smart objects and intelligent resource linking, to increase productive output and meet company needs for timely solutions for their global team, prioritizing projects using the Wrike project management software.

The Johnson Group (Oct '23- March '24 - Contract)

Graphic Designer (HTML5 Focus)

- Designed and developed HTML5 Banners with storytelling and connection with target audience in mind. Successfully managing file size constraints with ad performance as primary metric.
- Created SEO friendly and browser agnostic HTML5 banners for Target, Walmart, Kroger and Erlanger accounts. Designed to work across platforms and via mobile or desktop.
- Conceptualized animation using storyboards and communication with shareholders toward company goals.

(Experience Continued on Page 2)

HBCU Gameday (Oct '22 - Apr '23 - Contract)

Art Director

- Conceptualized visually striking sports interface displays for live broadcasts and post-game wrap-ups.
- Successfully rebranded the logotype and animated lower-thirds for YouTube and live presentations.
- Orchestrated and supervised the creation of 3D opening displays, podium graphics, and monitor fill for broadcasts.
- Multitasked roles of Set Assistant, Graphic Designer and ultimately, Art Director to deliver a complete polished package for the network.

The Weather Channel (May '17 -Jun '21 - In House Full Time)

Graphic Designer

- Collaborated closely with internal partners to produce creative assets aligned with organizational needs, encompassing print collateral, on-air graphics, e-communications, and web content.
- Partnered with the Cable Ad Sales team to author assets for integrated ad products exclusively designed for television, ensuring seamless integration and maximum impact.
- Created captivating social media content for The Weather Channel TV brand, employing concise visual communication strategies to enhance viewership and drive engagement on various platforms