

Joel Nealy | Art Director

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Professional Summary:

Highly skilled Graphic Designer with over 15 years of experience creating visually compelling designs and producing award winning content for major brands and startup companies. I Possess diverse industry experience and functional ability within multiple disciplines, allowing me to contribute to design concepts and mentor young designers. Overall, an effective communicator who takes ownership of projects and enforces best practices.

Education and Professional Development:

Bachelor of Science in Graphic Design, Frostburg State University 2005

Computer Print Graphics, earned May 21, 2005

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

[Certified Professional in Visual Design Using Adobe Photoshop. Expires April 21, 2028](#)

PROFESSIONAL EXPERIENCE

GDM Worldwide (January 2010 - Current)

Art Director & Visionary

- Provided campaign solutions for 100+ projects across multiple platforms using effective advertising concepts from ideation to completion.
- Directed multiple teams producing award winning designs and leveraging multiple mediums. Focusing on budget awareness and time value.
- Collaborated with multiple creative directors, photographers, designers, copywriters, 3D modelers and animators to create content that has not only remained relevant and crossed over genres but generated meaningful revenue.
- Mentored multiple artists, delivered keynote speeches and taught lectures to collegiate level students while offering education and experience to the youth of the local community.
- Directed multiple campaigns across digital and print platforms, providing thematic and creative direction as well as providing support as a designer with multi-disciplinary skill including visionary thinking and creative problem solving.
- Hands on creative input across multiple Fortune 500 brands and hundreds of other successful household name brands across multiple spectrums. A reliable and resourceful creative, remaining relevant for over a decade while adapting to changes in technology and finance.
- Swiss army knife skillset spanning Digital, Print, Web, Photography, Music and Public Discourse.

QVC & Home Shopping Network (October '2025 - April 2026)

Art Director

- Directed high-volume digital marketing asset production and platform execution for QVC and HSN streaming initiatives across major affiliate and OTT distribution partners including Smart TV ecosystems, YouTube TV, Comcast, Samsung, and PlutoTV. Led the adaptation and deployment of multi-format campaign creative across paid, editorial, VOD, EPG, and banner promotion environments in an aggressive, deadline-driven production pipeline.
- Oversaw the development and delivery of scalable cross-platform advertising assets, transforming single campaign concepts into extensive multi-spec deliverable suites optimized for varying platform requirements, user interfaces, and display environments. Ensured visual consistency and brand integrity across all promotional touchpoints while maintaining rapid turnaround expectations within a fast-paced streaming and retail media landscape.
- Collaborated cross-functionally with creative leadership, engineers, streaming operations teams, and platform partners to execute time-sensitive VOD and promotional asset requests, often under compressed production timelines. Managed image sourcing, graphic manipulation, asset optimization, QR code integrations, and promotional overlays for episodic, series-level, and product-driven content initiatives.

Spring Health (December '24 - May '25 - Contract)

Marketing Production Designer (Target Corporate Account)

- Digital Design lead responsible for file preparation and on brand consistency of digital and print files for Targets corporate health care and wellness onboarding process. Completed in a 5-month timeline, I worked as a solitary designer on a multitude of different print collateral initiatives.
- Harmonized Spring Health's brand language with Target's brand language to create cohesive documents and physical media, removing all inconsistencies and unifying the brand message between both entities.
- Created and updated existing marketing collateral and participated in creative reviews designed to improve workflow.

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 by 75%.
- 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 by 50% 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, reducing file size and loading time by 30%.
- 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 animations using storyboards and communication with shareholders to design on brand banner ads that meet company goals within budget and time constraints.

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 increasing viewership and subscriber count by 25%.
- Multitasked the roles of Set Assistant, Graphic Designer and ultimately Art Director to deliver a complete polished package for the network. Organized a team of Designers and developers as well as assistants and grips to run live programming with professional appeal.

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

Multimedia 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, apart of an 80% increase in viewership and engagement during my time with the Marketing team.

Skills:

Art Direction, Visual Design, Brand Identity, Typography, Photography, Project Management, HTML, CSS, Figma, Photoshop, Illustrator, Indesign, After Effects, Powerpoint, Prototyping, Leadership, Ai Prompting

(References furnished upon request.)