

JOSH COLEMAN

VISUAL

SEATTLE, WA /

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@JOSHY.THEDESIGNER

DESIGNER

/01 EXPERIENCE

07.2021
PRESENT

Visual Designer / Rhino

NEW YORK, NY

Led the adoption of Lottie animations/motion design for in-product and web use.

Collaborates with stakeholders across the business to create branded assets for print, digital, and environmental campaigns which encompass 25+ assets each.

Pioneered brand adoption and implementation of Webflow and empowered the sales, growth, and design teams with automated web design/prototyping and launch.

12.2020
07.2021

● **Designer / Compass (National Brand Team)**

NEW YORK, NY

Owned the visual identity for the PRIDE 2021 campaign and produced 50+ branded assets including digital, print, and motion design.

Built template designs for in-house marketing platform which drove product adoption increase by 15% upon release.

Aided in brand system expansion of sub-brands such as Origin Point, Modus, and other Compass acquisitions leading to robust and unique design infrastructures.

Leveraged client relations to conduct brand specific focus groups which led to hyper-targeted and more impactful design experiences for our clients as well as theirs.

01.2019
12.2020

● **Designer / Compass (Regional Teams)**

SEATTLE, WA

Spearheaded and built out the branding identity/systems of 15+ agent teams and branded properties across the region.

Led efforts for branded data visualization/infographic standards and monthly market report assets which encompassed 25+ designs in both the print and digital space.

Collaborated across company teams to re-build and elevate the Compass PNW Brand resulting in an updated brand system, icon library with 50+ custom icons, region specific messaging matrix and elevated photographic treatment and direction for stock photography.

12.2017
01..2019

Designer / Rairdon Automotive Group

KIRKLAND, WA

Collaborated with design team to redesign the brand identity for the company resulting in updated and refreshed logo, table tents, brochures, wearable buttons, business cards, windshield stickers, posters and other environmental experiences.

Constructed digital advertisements for both email and Google My Business formats which lead to 5-10% increase in impressions and -10% higher redeemed offers on roll-out.

Worked cross-functionally with members of the team with account management of social media and vendor relations.

08.2017
12.2017

● **Freelance Designer / INRIX**

KIRKLAND, WA

Partnered with international teams to build various long-form studies that each garnered ~250 media articles upon release (including The Washington Post, USA Today, and Forbes.)
Produced stock photo library and editing system resulting in ~150 stock photos and branded presets.
Constructed systems of assets to support research releases including infographics, data visualizations, custom iconography, and illustrations.

05.2017
08.2017

● **Visual Design Intern**

KIRKLAND, WA

08.2016
05.2017

Lead Production Designer / The Daily Evergreen

PULLMAN, WA

Designed and managed ~15 daily advertisements for the paper aiding the layout and formatting of the daily paper.
Collaborated with design and marketing team increasing advertising revenue by 33% overall for the 2016-2017 school year
Lead branding initiatives for 4 whole-campus events and sponsorships resulting in increased advertising participation and revenue

/02 EDUCATION

05.2017

Washington State University

PULLMAN, WA

Bachelor of Arts in Visual Communication, Concentration: Advertising

/03 PROFESSIONAL DEVELOPMENT

PRESENT

Blender for the Metaverse/Blender Guru

REMOTE

07.2021

Standout Squarespace / Squarestylist

REMOTE

02.2021

Visual Design & Layout / School Of Visual Concepts

SEATTLE, WA

03.2020

Squarespace Mastery / Puno Destres

REMOTE

03.2020

Typography II / School Of Visual Concepts

SEATTLE, WA

12.2019

Typography I / School Of Visual Concepts

SEATTLE, WA

/04 PROFICIENCIES

Visual Design

Motion Design

Webflow

InDesign

Typography

Data Visualization

Squarespace

After Effects

Brand Design

Adobe Creative Cloud

Illustrator

Blender

Web Design

Figma

Photoshop