

JOE ABELLARD

314.896.0141- hi@joeabellard.com

EMPHASIS

Driving identity design & front-end development from conception to implementation, Cultivating user centric design solutions that solve pain points, Specialized digital project planning with optimized workflow

TECHNICAL

PROFICIENCY

Identity, art/print design and production, Front-end website development, Practicing usability best practices, UI/UX, design strategy, Website ADA compliance testing, Photography, video recording and editing

PRIMARY SOFTWARE

Adobe CC , IllustratorPhotoshop, After Effects, InDesign inVision, Figma, Final Cut, Hubspot

EDUCATION

2012

Media Design -Fine Arts (MA)

Full Sail University

2005

Digital Animation (BS)

Missouri College

EXPERIENCE

2012 - PRESENT

CONSORT CREATIVE

Creative Direction, Digital Design, Marketing Solutions

Adept independent contractor, leading website planning, design and front-end development, Defining and crafting brand identities and style guides that enhance brand awareness and target specific markets, Formulating digital/print marketing solutions that solve pain points, Implementing strict brand guide lines that create enhanced corporate awareness and identity while enhancing and measuring user experience

2019 - PRESENT

STUDIO D/AGENCY

Contract Web Development, Digital Design

Planning, designing and developing CMS and HTML based websites that create effective solutions for various clients in manufacturing industries, Website optimization, Effective driven landing page development that successfully promotes new products while capturing client leads, Digital and print advertising design, Sharp identity/brand development, Solving non-profit design and web problems with design solutions

EXPERIENCE

..continued

2019 - PRESENT

**ELITTLE
COMMUNICATIONS
GROUP**

Contract Creative Director, Digital Designer

Exceptional digital project management, front-end web development and digital design planning for agency clients, ADA compliance testing and problem solving for a public transit system, Digital/print design of public ad signage for clients, Crafting corporate media kits, digital and print newsletters, Original client brand development and website analytic monitoring.

2018 - 2021

**PACIFIC SOUTHWEST
MINORITY SUPPLIER
DIVERSITY COUNCIL**

Independent Digital Design & Art Director

Planning, design and front-end development of the corporate website, Deploying CMS based micro-websites for corporate event promotion, Print/digital design, web wire-framing, prototyping and troubleshooting, Optimization, maintenance and management, Expressive social media marketing design, Scheduling, planning and posting to increase corporate event registration

JAN 2019 - DEC 2019

INFOPLUS COMMERCE

Digital Designer/Associate Art Director

Organizing corporate website planning and development, Leading UI/UX development of the warehouse management app, Managing agile app project time lines through dev/design cycles in JIRA, Improving online presence resulting in a 328.18% increase in visits, Increasing app promotion efforts by designing marketing assets for trade shows, brand style guide development to enhance the brand voice, Design and front-end development of email templates that increased open rates, Custom website template development in HubSpot, Enhancing the presence overall presence as an industry leader by creating social media assets, white papers, and case studies

2007 - 2011

SIMPLY INTERACTIVE

E-learning Development, Graphic Design

Visionary project lead of remote teams in e-learning course development and design, Creating and preparing corporate employee courses for several Fortune 500/1000 companies, Preparing course packages for client hand-off