



Joe Abellard

Multidisciplinary senior designer
& art director based in St. Louis.

joeabellard.com

hi@joeabellard.com

[LinkedIn](#)

[314.896.0141](tel:314.896.0141)

Available for:

Full Time & Contract Roles

Education

MFA - Media Design

BS - Digital Animation

Technically Proficient

Brand strategy & identity
Multidisciplinary design
Front-end website development
Usability best practices
WordPress CMS
HubSpot CRM

Hobbies

Hiking up giant mountains
Landscape & travel photography
Typeface creation
T-Shirt design
Trail running
Cinematic short film creation
3D Architectural concepts

Summary

Brand strategist and website designer skilled in crafting compelling brand stories and user-centered websites. Leveraging design thinking to create cohesive brand experiences that resonate with target audiences and foster positive user interactions.

Highlighted Work Experience

2012-Present

Consort Creative

Contract Art Direction & Senior Design

- Creating brands, identities and that resonate with target markets and elevate brand awareness.
- Implementing brand guidelines ensuring cohesive user experiences across all platforms, strengthening corporate identity and driving results.
- Spearheading website development, from planning and design to front-end implementation.
- Developing strategic digital and print marketing solutions that address specific client pain points.

2019-Present

Studio/D Agency

Contract Art Direction & Senior Design

- Collaborating with a PR/marketing firm to help businesses succeed with strategic web development and design.
- From user-friendly CMS websites to high-converting landing pages, crafting solutions that manufacturers and non-profits need to thrive.
- Creating impactful print and digital advertising

2016-2017

Infoplus Commerce

Senior Designer, Web Designer & Associate Art Director

- Leading website and warehouse app design, focusing on user-friendly interfaces for optimal user experience.
- Delivering a staggering 328.18% increase in website traffic through strategic online presence improvements.
- Designing compelling marketing assets for trade shows and brand identity improvements that strengthened brand voice.
- Designing high-performing email templates in HubSpot and creating custom website templates.
- Developing social media content, white papers, and case studies, solidifying our position as an industry leader.



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Highlighted Work Experience - Continued

2019-Present

eLittle Communications Group

Contract Art Direction & Senior Design

- Agency project management: Leading front-end development and digital design for agency clients.
- Accessibility: Ensuring ADA compliance and solving accessibility challenges for public transit systems.
- Multi-channel design: Creating impactful digital and print designs for public signage and client communications.
- Brand development: Crafting strong brand identities for clients, including media kits and newsletters.
- Website analytics: Monitoring website performance and providing insights for client growth.

2007-2011

Simply Interactive

Elearning Design & Development

- Led remote e-learning development teams for Fortune 500/1000 companies, creating and preparing engaging employee training courses.
- Ensured smooth client hand-off through comprehensive course packages.

Resume - [Word Version](#)