

JOSEPH SEEMAN

Visual Designer, Dallas, TX

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EXPERIENCE, 2009 TO PRESENT

Contract and freelance graphic designer, short and long-term on-site assignments, and freelance projects for corporate clients in a variety of industries

VERIZON

Web graphic designer/Assistant project manager

Home internet, phone and television services company, Dallas, TX

- ♦ Created compelling marketing landing pages, web ads, icons, and graphics for internal clients (Verizon FiOS, HSI, My Verizon, etc.)
- ♦ Managed all copy and design requests and ensured on-time delivery of all projects

HILTON HOTELS WORLDWIDE

Landing page analyst

Multi-brand hotel chain, Dallas, TX

- ♦ Designed landing pages to increase traffic to hotel's main reservation sites
- ♦ Brands include Hilton, Conrad, Doubletree, Homewood Suites, Embassy Suites, and Hampton Inn

ECi SOFTWARE SOLUTIONS

Web designer/Marketing

Company providing industry-specific software, Fort Worth, TX

- ♦ Created emails, landing pages and print ads
- ♦ Developed trade show supporting materials such as banners and promotional items

VICTORY PARK/HILLWOOD

Freelance graphic designer/Marketing

Luxury residential and retail properties, Dallas, TX

- ♦ Created effective print and web marketing materials, including monthly e-newsletter
- ♦ Designed engaging Flash animations for 31 x 53-foot digital outdoor super screens, and other outdoor signage systems

EXPERIENCE, 2006 TO 2008

DOMISTYLE, INC.

Senior graphic designer/Associate product development

Manufacturer and distributor of home fragrance products and décor accessories, Dallas, TX

- ♦ Created on-trend retail packaging and high-quality catalogs
- ♦ In just two years, I helped grow the fragrance segment of the business to more than half of the company's total revenue

ACCOMPLISHMENTS

- ♦ Senior graphic designer with 10+ years of experience in web design, brand management, packaging, print advertising and collateral, technical and editorial illustration, and 3D modeling
- ♦ Demonstrated ability to bring product design from concept to shelf-ready completion
- ♦ Special expertise in retail product and packaging design, including candle and fragrance product lines sold in JC Penney, Linens 'n Things, Kohl's, and other major retailers
- ♦ Editorial illustrations have appeared in major daily and weekly newspapers, and national magazines

TECHNICAL SKILLS

- ♦ Adobe Creative Suite, including Photoshop, Illustrator, InDesign, and Dreamweaver
- ♦ Microsoft Office
- ♦ PC and Macintosh operating systems

EDUCATION

Art Institute of Dallas
Dallas, TX, 1997

Associate of Arts, Computer
Animation/Multimedia

Miami-Dade Community
College, Miami, FL, 1995
Coursework in graphic
design and visual arts