

JOE CRUZ

DESIGNER | ART DIRECTOR

I am an Atlanta based designer and art director with over 15 years of experience working with companies large and small helping tell their fun stories.

Work Experience

www.JOECRUZCREATIVE.CARBONMADE.com

Senior Digital Designer, Anthem • 05.18 - 10.20

Design for print and digital design, Clients include Home Depot, Kelloggs, Diageo, Comcast

Senior Art Director/Designer, The Morrison Agency • 02.15 - 05.18

Art direction, digital design, brand development

Freelance Senior Art Director/Designer • 05.12 - 02.15

Art direction for print and television, digital design, brand development

Visual Information Specialist, Centers for Disease Control and Prevention (DSNS) • 12.10 - 05.12

Provide all graphic digital design for the division, develop and maintain division intranet, create division training videos, photographer, videographer, Classified status

Freelance Senior Art Director/Designer • 02.08-12.10

Agencies: Fitzgerald & Co., Austin Kelley, Scharbo & Company, BBDO Atlanta, Com.Group/MRA, Brighthouse, West Wayne, Cole Henderson Drake, Turner Fernandez Turner, Adair Greene, Trone Advertising, One Source Marketing, Redhouse, Fernandez Creative, Radio Outhouse, Huey/Paprocki, Fitzgerald & Company, Austin Kelley, SmithBreen Advertising

Senior Art Director, MilesBrand, Atlanta, GA, Denver, CO • 02.07-2.08

Art Direction and design for clients specializing in real estate

Partner, Creative Director, Bigswitch Advertising • 12.03-01.07

Clients: Aid Atlanta, Labor Ready, ACP Software, PictureU Promotions, KBVisions, OMI Diagnostics, Emory University Hospital, Crawford Long Hospital, Piedmont Hospital, AmSouth Bank, Mauna Lani Resort, Solis Resorts, Novartis, Alimera Sciences, The Clean Air Campaign, CDC, Rockdale Medical Center

Instructor, The Creative Circus, Advertising School • 01.02-09.05

Art Director, Pollak Levitt & Partners, Atlanta, GA • 11.01-11.03

Art direction for print and television, digital design, brand development

Art Director, The Buntin Group, Nashville, TN • 2.00-11.01

Art direction for print and television

Education

Creative Circus, Atlanta, GA • 6.96 - 6.97

Design and art direction

Portfolio Center, Atlanta, GA • 6.95 - 6.96

Design and art direction

Memphis College of Art • 8.90 - 8.91

Additional painting and design courses

University of Memphis • 9.90 - 5.95

Graduated, BFA design, Minor in music and art history

References

Jeff Bell

Associate Creative Director, The Morrison Agency • 770-891-5505

John Spalding

Creative Director, Writer, Freelance • 404-735-7004

April Voris

Partner, Guest Relations Marketing • 404-343-4377

Jeff Bryant

VP Director of Production, The Morrison Agency • 404-431-1007

Elizabeth Blanton

Evaluation Advisor, University of Washington • 206-478-7213

Computer Skills

Adobe Creative Suite including Photoshop, XD, InDesign, Illustrator

Microsoft Office including Powerpoint, Excel, Word

Apple including Keynote, Pages, Numbers

My Life

Certified TRX Fitness Trainer, Atlanta GA • 03.12-Present

Co-Owner, Rabbit Hole Gallery, Atlanta, GA • 12.07-12.11

Artists specializing in Low Brow Art, Artists include: Mark Mothersbaugh, Angie Mason, Bethany Marchman, RK Ryden, Tyson McAdoo

Guitarist • Punk, metal, funk and jazz for 20 years (a little rusty).

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