

# JOSEPH WILK

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## SKILLS

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- + Efficient in Photoshop, Illustrator, InDesign, Premiere, Office, Wordpress, basic HTML.
- + Skilled in photography, typography, page layout, print and web design, production art and mechanical files.
- + Capable of Managing a design team and overseeing and guiding the execution of work.
- + Ability to work in fast paced environment and meet crucial deadlines.

## EXPERIENCE

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### SENIOR ART DIRECTOR - JCPenney - Dallas, TX 2018-2022

- + Concept, plan and direct photography on-set/location for all divisions/brands monthly photography.
- + Develop and execute marketing brand guidelines and photography direction for brand launches.
- + Art direct photoshoots (on-set/location) for brand launches.
- + Design and photography direction for direct mail, e-mail, social and website.

### SENIOR ART DIRECTOR - GIII Apparel Group - New York, NY 2012-2018

- + Manage team of designers, overseeing jobs from multiple divisions and ensuring quality on-brand artwork.
- + Photography and retouching for multi-channel use.
- + Designed websites for several brands (Andrew Marc, G.H. Bass, Karl Lagerfeld, Eliza J)
- + Developed G.H. Bass Branding guidelines used by all divisions and licensees.
- + Brand work includes: Karl Lagerfeld, G.H. Bass, Andrew Marc, Marc New York, Eliza J, Wilsons Leather, Vilebrequin.

### GRAPHIC DESIGNER - Winstanley Partners - Lenox, MA 2009-2012

- + Collaborate with creative director on developing and designing websites, brochures, packaging and advertising.
- + Retouch photography and prepare press ready mechanical files to detailed specifications.
- + Produce photo and video shoots.

### GRAPHIC DESIGNER - Transit Culture - New York, NY 2006-2009

- + Created artwork for Macy's in-store branded art program.
- + Collaborate with creative directors to develop visual merchandising programs.
- + Presentation and pitch decks for visual merchandising programs.
- + Worked with printer and manufactures to develop merchandising artwork and displays.

## REFERENCES

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References available upon request.