

JOSEPH WILK

CONTACT

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josephwilk.com

SOFTWARE

- + Adobe Photoshop
- + Adobe Illustrator
- + Adobe InDesign
- + Adobe Premiere
- + Figma
- + Workfront
- + Microsoft Office Suite

SKILLS

- + Digital/Print Production
- + Typography
- + Brand identity
- + Remote collaboration
- + On-set art direction
- + Project Management
- + Team leadership

EXPERIENCE

AT&T

ASSOCIATE CREATIVE DIRECTOR

REMOTE 2023-PRESENT

- + Leads a multi-disciplinary team of Art Directors, Designers and Motion Developers responsible for producing high-quality visual content
- + Manages creative production for major device launches from Apple, Google, Samsung and Motorola. iPhone 17 was the companies best phone launch since 2014 +35% yoy and +5% vs. forecast
- + Oversees creative conceptualization and design for digital banners, social videos, in-store and out-of-home creative assets
- + Develop design standards and optimizes studio processes to ensure timely completion of deliverables within budgetary constraints
- + Provides final approval for layouts, designs and visual assets, ensuring that they meet stakeholder expectations and align with the creative vision

JCPENNEY

SENIOR ART DIRECTOR

Dallas, TX/HYBRID 2018-2022

- + Developed and executed brand guidelines and photography direction for brand launches of multiple JCPenney product lines.
- + Conceptualized, planned and directed photography on-set or on-location for monthly photography programs and brand launches
- + Designed monthly e-mail campaigns, direct-mail catalogs, homepage and brand landing pages

G-III APPAREL GROUP

SENIOR ART DIRECTOR

New York, NY 2012-2018

- + Developed Brand Guidelines for multiple brands under G-III umbrella, used for creative guidance by all internal divisions and external licensees
- + Establish in-house creative team, managing designers and overseeing jobs from multiple brands and divisions
- + Concept and Design websites and emails for multiple brands under GIII umbrella: G.H. Bass, Andrew Marc, Karl Lagerfeld, Eliza J

WINSTANLEY PARTNERS

GRAPHIC DESIGNER

Lenox, MA 2009-2012

- + Design spec ready print, digital ads and packaging for Pelican, Smith & Wesson, Norman Rockwell Museum and Mevion Medical
- + Partnered with creative director on concept pitch decks and design presentations

TRANSIT CULTURE

GRAPHIC DESIGNER

New York, NY 2006-2009

- + Conceptualized, created and maintained library of artwork for Macy's in-store branded art programs
- + Created visual merchandising presentation decks and in-store artwork for high-end clients such as Bloomingdales, Saks Fifth Avenue, Shinsagae, Nautica and Robelan