

JOSEPH WILK

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SKILLS

- + Efficient in Photoshop, Illustrator, InDesign, Premiere, Office
- + Skilled in branding, guidelines, design, photography, typography, 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

SENIOR ART DIRECTOR - **AT&T** - Dallas, TX 2023-

- + Mentor and lead design team in execution of work across multiple media for each channel of AT&T's business.
- + Establish foundational rules and process for launch of internal studio, 1876 Productions.
- + Worked closely with and oversee and review work from Motion and Development teams.

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.

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.
- + Designed websites for multiple brands (Andrew Marc, G.H. Bass, Karl Lagerfeld, Eliza J)
- + Developed G.H. Bass Branding guidelines used by all divisions and licensees.

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

- + Collaborate with creative director on developing and designing websites, brochures, packaging and advertising.

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

- + Created artwork for Macy's in-store branded art program.

REFERENCES

References available upon request.