

JOSEPH WILK

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

AT&T

REMOTE

2023-PRESENT

- + Leads a multi-disciplinary team of Art Directors, Designers and Motion Developers responsible for producing high-quality visual content
- + Managed creative production for major device launches from Apple, Google, Samsung and Motorola
- + Oversees creative conceptualization and design for digital banners, social videos, in-store and out-of-home creative assets
- + Implemented design standards and optimized 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

SENIOR ART DIRECTOR

JCPENNEY

Dallas, TX/HYBRID

2018-2022

- + Developed and executed marketing brand guidelines and photography direction for brand launches
- + Conceptualized, planned and directed photography on-set or on-location for monthly photography programs and brand launches
- + Designed monthly direct-mail catalogs, homepage and landing page graphics

SENIOR ART DIRECTOR

GIII APPAREL GROUP

New York, NY

2012-2018

- + Developed G.H. Bass and Andrew Marc Brand Guidelines used 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

GRAPHIC DESIGNER

WINSTANLEY PARTNERS

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

GRAPHIC DESIGNER

TRANSIT CULTURE

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

CONTACT

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SKILLS

Adobe Creative Suite, Microsoft Suite, Workfront, Figma, Visual storytelling, Remote collaboration, On-set Photo Direction, Style guides, Design strategy, Retail branding