

JOSEPH WILK

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PROFESSIONAL SUMMARY

Throughout my 15+ years of experience, I've worked on branding, advertising, and marketing for a wide range of clients, big and small. I bring a solutions-oriented mindset to every challenge and I'm adaptable and efficient under pressure, with a strong track record of meeting urgent deadlines. I love finding the heart and soul of any project and being able to tell its story in a way that connects with people in an honest way.

SKILLS

- Managing a design team and guiding the execution of creative work across multiple channels.
- Skilled in building brand identity, establishing guidelines, directing photography, and typography.
- Efficient in Adobe Photoshop, Illustrator, Indesign, Microsoft suite, Figma, Workfront.

EXPERIENCE

AT&T - Dallas, TX/REMOTE 2023- ASSOCIATE CREATIVE DIRECTOR

- Lead a team of Art Directors, Designers and Motion Developers in the production and design of social videos, display banners, in-store and out of home creative.
- Establish design standards and streamline studio processes to deliver efficient, high-quality work aligned with strict brand guidelines.
- Manage creative production of all high-profile major device launches (Apple, Google, Samsung and Motorola).
- Provide creative guidance and direction in the development of in-house automation processes, leading to increased deliverable volume and reduced turnaround time.

JCPENNY - Dallas, TX/HYBRID 2018-2022 SENIOR ART DIRECTOR

- Develop and execute marketing brand guidelines and photography direction for brand launches.
- Concept, plan and direct photography on-set/location for monthly photography programs and brand launches.
- Design monthly direct-mail catalogs, homepage and landing page graphics.

GIII APPAREL GROUP - New York, NY 2012-2018 SENIOR ART DIRECTOR

- 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

WINSTANLEY PARTNERS - Lenox, MA 2009-2012 GRAPHIC DESIGNER

- Worked closely with creative director on print, digital and packaging for Pelican, Smith & Wesson, Norman Rockwell Museum, Mevion Medical

TRANSIT CULTURE - New York, NY 2006-2009 GRAPHIC DESIGNER

- Concept, create and maintained library of artwork for Macy's in-store branded art programs.
- Create visual merchandising presentation decks and in-store artwork for clients: Bloomingdale's, Saks, Shinsagae, Nautica, Robell.