## **PETERSON JOSEPH** GRAPHIC DESIGN, WEB & UI/UX

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**PROFESSIONAL PROFILE**

* 10+ years of graphic and web design experience with a strong creative sensibility.
* High level of efficiency and attention to detail ensuring quality artwork.
* Strong project management in fast-paced environments, prioritizing tasks to meet deadlines.
* Creation and improvement of design systems and best practices that account for user needs.
* Resourceful, proactive and able to work with minimal supervision.

**SKILLS**

Adobe Design Suite | Invision | Sketch | Web & Graphic Design | HTML & CSS | Visual Design | Print | Illustration | UI / UX Design | Email Marketing | Microsoft Office Suite | Social Media

**EDUCATION**

**Graphic Design (DEP)**

Dawson College, Montreal, QC *2000*

**Illustration and Design (DEP)**

Dawson College, Montreal, QC *2004*

**PROFESSIONAL EXPERIENCE**

**ELITE DIGITAL AGENCY** Intermediate Graphic Designer
*Nov 2019 - Current*

* Designed original pieces for print and web including assets, brochures and web pages,
then incorporated feedback from clients and key stakeholders on projects to finalize designs
* Articulated design alternatives and design feedback to other designers
* Brainstormed with brand leads to develop ideas and portray concepts to advertise products
* Executed all design work based on creative brief and instructions from the brand leads while maintaining brand consistency throughout all our marketing projects

**CANADA COMPUTERS** Web & Graphic Designer – UI / UX
*Jan 2019 – Oct 2019*

* Optimized the UX and the tidiness of the UI across all pages to align with business needs
* Applied rigorous detail to finalize styles and design details to create high-fidelity digital products that are ready for release to customers
* Created UX workflows and high-fidelity wireframes to properly plan out user Journey Maps that ensured that **cart abandonment rates dropped as much as 12%**
* Enhanced the customer shopping experience by conducting competitive analyses of Ecommerce websites then brainstorming and ideating solutions
* Used existing design components, and within the framework of our brand guidelines

**INSURANCE SUPERMARKET** Web & Graphic Designer – UI / UX
Apr *2017 – Dec 2018*

* Work with other designers to integrate corporate design standards into products.
* Increased nationwide broker interaction with updated designs of booklets and
marketing materials
* **Gained 36% more customer interaction and 15% more lead generation** with a site design and sales journey geared towards ease of use and conversions
* Created banners for product promotions on social media sites such as Facebook and Gmail to help increase social media engagement
* Circulate designs for review and approval, iterate your work, and share finished Adobe XD files with developers
* Created GUIs, layouts, templates, landing pages, navigation, forms and any necessary design artifacts to promote simplicity, style, and usability
* Content creation for blogs such as info graphics and header images that helped increase readership and shares on social media
* Designed email campaigns that **increased click-through rates and over 20% open rates**

**BROADCONNECT** Graphic Designer & Content Creator - Contract

*Oct 2016 - Jan 2017*

* Authored SEO friendly content through effective writing and key-wording thus **increasing traffic to our sites by 26% in the first month and better search results on Google**
* Directed general visual aesthetics of websites as well as photo touch ups and creation of graphic assets and info graphics
* Reorganized our team by assisting in the hiring process to expand our team of freelance Graphic Designers and Copywriters
* Refocused efforts for blog content to **increase readership by 23% in the first two months**
* Designed experiences that are innovative, intuitive and accessible

**SPECIAL OLYMPICS** Content Creation / Data Management – Contract

*Jul 2016– Oct 2016*

* Evaluated new website for speed, mobile compatibility, navigation, as well as audited back-end code and proof-read new content
* Implemented data management system of all existing media, storage and file categorization
* Produced visuals for informational brochures using their branding guide

**SEARS CANADA** Digital Marketing Material & Graphic Solutions – Contract

*Mar 2016 – Aug 2016*

* Liaising with copywriters and product managers to retrieve product information to
ensure accuracy
* **Increased click-through rates by as much as 25%** through engaging email designs
* Developed graphic and image assets by determining colour, layout and themes of email marketing designs using seasonal tool kits and branding guides, photo manipulation, resizing and retouching images when required
* Supported overall website design and converted business and marketing objectives into designs that are clear, compelling and visually exciting