

Hello. My Name is Joey. This is My Resume.

Joey Sadile

Senior Designer Emphasis in Web & Multimedia

History

Senior Multimedia Designer, 2007–Present Buchanan Brand + Design

Graphic Designer, 2005–2007 L7 Creative

Graphic Designer, 2003–2005 ELB

Graphic Designer, 2001–2003 Aztec Recreation Center Marketing Department

What I Do

BRANDING

Identity Design, Brand Guideline Development, Stationery Design, Development of Ad & Collateral Templates

PRINT COLLATERAL

Design of Advertisements, Brochures, Posters, Postcards, Invitations, Sales Sheets, Books, Packaging, Apparel, etc...

ENVIRONMENTAL

Design of Signage, Info Centers, Booth Graphics, and Environmental Installations

DIGITAL

Design of Websites, Apps, Email Campaigns, Interfaces, Presentations, and Motion Graphics

TECHNICAL

Work in HTML, CSS, and WordPress with a strong understanding of front-end development and responsive design concepts. Coordinate with developers to accomplish project goals.

How I Do It

I am a multimedia designer. My job is to communicate to a target audience using the right medium to prompt action or deliver an idea while staying on brand. I develop concepts and visually execute those concepts out through print, digital, and motion graphics.

On digital projects, aside from leading the design, I play an integral role as project coordinator. I am able to simplify and translate client needs to a developer and technical needs and limitations to the client while overseeing the greater aesthetic of the final project. All this to insure the best overall project outcome.

I see every design project as a challenge. My motivation is finding solutions to each of those challenges in a way that balances functionality with creativity.

How to Connect

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