

# Joshua Rasiel

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## Summary

- Senior Designer with 10+ years designing for web and print
- Experience with high-level, national brand campaign & product launches in multiple industries
- Excellent with copy, brainstorming and conceptualizing
- Strong understanding of web architecture and UI/UE guidelines
- Strong retouching/color-correcting skills

Software: Photoshop, Illustrator, InDesign, Flash, HTML, CSS, Dreamweaver

## Experience

### **Victoria's Secret | Fashion Retailer** — Web Designer, July 2007 to present

Designed layouts for all aspects of Victoria's Secret online presence - VS.com home & landing pages, mobile, ad units, email, etc. Worked with art director & copy team during all stages of revision, from initial layout to final asset delivery.

Conceptualized and designed layouts for major campaign launches and brand/product experiences (i.e., "See How The New Bra Works").

Produced graphical assets for all of the above. Finessed existing layouts and retouched/color-corrected photography. At all times, maintained impeccable attention to detail and adherence to brand guidelines in a fast-paced environment.

### **MyRichUncle Student Loans | Financial Services Company** — Art Director, June 2005 to June 2007

Worked with creative director and president on rebranding of visual identity. Redesigned consumer-facing website, from wireframes & interface to final graphics assets, with a focus on the user experience and a simplified loan application process.

Conceptualized, designed and wrote ads for multiple high-level national campaigns. These campaigns stressed student advocacy and played a large and direct role in uncovering unethical student loan practices, currently under investigation at the federal level.

Hired and directed production artists, designers and front-end web programmers. Interacted with vendors to ensure successful completion of projects.

### **Number Six Design | Freelance Design** — Freelance Designer, March 2001 to May 2005

Clients included Pepsi, Citibank, and Smirnoff. Projects included branding, web and print advertising, website design, and large-format event signage.

### **On-Line Design | Marketing Agency** — Graphic Designer/Web Designer, June 1999 to February 2001

Conceptualized, designed, and produced web and print work for high-level consumer campaigns.

### **James Victore Incorporated | Boutique Design Studio** — Production Artist, November 1998 to June 1999

Worked on layout and production for award-winning design studio.

### **World Wrestling Federation | Television Studio** — Graphic Artist, August 1998 to November 1998

Created TV graphics for various WWF shows, as part of a company-wide brand overhaul.

## Education

BA in Graphic Design, State University of New York at Plattsburgh