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Joseph Abad Jr.
Graphic Designer

PROFILE

Graphic Design specialist with 7+ years experience. My objective as a designer is to design with purpose. It is my responsibility to analyze the problem and choose the most appropriate solution. I believe that design should not look over designed and make the audience's experience pleasant. Throughout the years, I have developed to become a team player – communicating with clients and printers while juggling multiple projects with varying timelines. I am proficient in layout/print design from simple brochures to multi-page documents such as textbooks. Also, being a self-taught photographer, I am able to provide the service or collaborate with a photographer so ensure the photography suits the design.

CONTACT

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Honolulu, HI 96822

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EDUCATION

**Bachelor of Fine Arts –
Graphic Design**

University of Hawai'i at Mānoa
Fall 2007 - Spring 2011

SKILLS

Advanced in Adobe Creative Suite

Proficient in Microsoft Office Suite

Fluent in Mac and Windows
Operating Systems

Familiar with HTML/CSS
and digital platforms such as
Wordpress, Instagram, Facebook

Skilled in photography

EXPERIENCE

Bess Press — Graphic Designer (Freelance)

June 2012 - February 2017

Collaborated with writers, artists and the publisher to design various print projects ranging from children's books and educational textbooks. Also, redesigned several book covers and educational pocket guides. As an experienced photographer, I worked with the publisher to photograph and design a catalog to assist in sales and marketing.

Waiola Coconut Water — Graphic Designer (Contractor)

June 2013 - January 2016

Designed point-of-purchase materials, signs, marketing decks for sales representatives, packaging, social media posts to promote sales. Maintained the brand's design language of minimalism and "less is more."

Adventist Health Castle, Kailua — In-House Graphic Designer

February 2017 - July 2020

Developed numerous marketing materials for community outreach such as flyers, monthly and quarterly publications and direct mailers. Designed internal projects for various departments within the hospital such as brochures/handouts promoting services, inpatient and outpatient handbooks, and annual reports. Always managing several projects at the same time, balancing long-term and high turnaround deadlines.

Communicated with clients directly (in-person, email, or phone) from conception to revision to completion. Worked directly with printers about budget, materials, production timelines, and prepress.

Organized and photographed custom photography to accurately portray our local market across all marketing materials.

PROFESSIONAL REFERENCES

Jasmin Rodriguez

Director of Marketing at Adventist Health Castle
(808) 263-5118

David DeLuca

Director of Publishing and COO of Bess Press
(808) 734-7159