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Joseph Abad Jr. Graphic Designer

contact

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Portfolio
josephabad.com
(clickable link)

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

profile

Graphic designer with over seven years of experience and throughout my career, I learned to work under pressure, manage several projects of varying priorities, be a team player with excellent communication, listen to client criticism/feedback, a keen eye for detail, and deliver a final product that meets or exceeds the client's expectation. I excel in layout/print design, utilizing strong typography, balanced composition, and understanding of color to create impactful work. What I love about being a designer is creating new relationships, continually learning, and the challenge of choosing the most suitable solution to a design problem.

experience

Bess Press — Graphic Designer (Contractor)

June 2012-February 2017

Collaborated with writers, artists, and the publisher to design various print projects ranging from children's books, educational textbooks, and pocket guides. For each assignment, I am involved with the project from conception to final production. The art direction for each design is led by myself with final approval from the Director of Operations. Communicate with the commercial printer to ensure projects are printed to spec. Photographed books and designed a catalog to use in sales and marketing.

Waiola Coconut Water — Graphic Designer (Contractor)

June 2013-January 2016

Worked part-time assisting the main graphic designer with projects such as point-of-purchase materials, signs, flyers, marketing decks for sales representatives, packaging, social media posts. Followed brand guidelines to ensure consistency. Each creative assignment is presented to my peers for feedback and the final design is submitted to the CEO for approval.

Attended weekly meetings with the Waiola team to discuss various topics such as upcoming events, new accounts, and new product ideas and how to market them.

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. All designs follow the corporate branding guidelines to ensure consistency. 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.