



TECHNICAL SKILLS

EXPERT:

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat DC

PROFICIENT:

Microsoft Word
Microsoft PowerPoint

EXPERIENCE:

Adobe Animate
Adobe Dreamweaver
Adobe Premier
Adobe After Effects
Basic HTML
Act-On



EDUCATION

Grand View University
Bachelor of Arts Degree
Graphic Design and Layout

JOEL VAN GUNDY

[PORTFOLIO](#) | [LinkedIn](#) | joel_vangundy@comcast.net | DENVER AREA | 720.937.4152

CREATIVE DIRECTOR/SENIOR DESIGNER

Intuitive, client-focused, collaborative Senior Design Leader with 20+ years of experience in design, illustration, art direction, marketing, print management, project management and business development.

Strategic problem solver, skilled in creating a comprehensive company identity through brand creation and compelling visuals.

Strong client communication and interpersonal skills, with the ability to quickly build rapport and simplify complex issues for technical and non-technical stakeholders.

Able to quickly master and utilize new software and technology while keeping up-to-date on design trends.

Brand Creation

Efficient and Fast

Client Relations

Brand Management

Market Research

Vendor Management

Marketing Strategy

Business Development

Project Management



PROFESSIONAL EXPERIENCE

VAN GUNDY CREATIVE | Lone Tree, CO | October 2003 – Present

Owner/Creative Director/Designer

Oversee all aspects of creative strategy and services including design, illustration and marketing strategy as well as business operations including sales, client interaction, scheduling, deliverables and invoicing.

- + Strategic partner with marketing directors, CEOs and VPs of B2B, retail companies, start-ups and PR/digital marketing firms to help create, implement and optimize marketing strategies, support internal creative and design web content including website, ads and digital design.
- + Illustrate infographics, cartoons, specialty logos and children's books from sketches to rendering.
- + Deliver fast, high-quality, innovative creative services to clients while consistently meeting budgets and time-lines.
- + Develop concepts for weekly advertising campaigns, producing story-driven visuals for retail stores.
- + Manage clients' brand standards, facilitating consistent recognition across the organization.
- + Create website and user experience (UX) designs; skilled in usability studies and creating wireframes; deliver digital marketing material including email templates, web content and social media.
- + Manage client expectations, conduct business analyses, address budgetary concerns, resolve conflicts and ensure projects progress on time and on budget.
- + Facilitate the branding and rebranding of companies including logo development, color palette, imagery and brand guides utilizing research into the companies' unique market position, location demographic and target market.
- + Sketch storyboards and create instructional and informational videos utilizing video editing software.
- + Contribute to multi-language projects converting designs from English to Spanish, Portuguese, French, Korean, Chinese, Russian and Farsi.

ACCOMPLISHMENTS

- + Created branding and initial marketing push for new dental practices producing an average of 40 new patients within a month of practice opening.
- + Increased new business 20% for a sports camp company through marketing campaigns.
- + Grew customer retail traffic by an estimated 10% through promotional efforts.
- + Implemented branding overhaul for large national client to portray new branding positioning.

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AWARDS

2015 Best of NAMA* **First Place | NCBA**

Project: Sustainability
Annual Report

Category: Annual Reports

2013 Best of NAMA* **First Place | NCBA**

Project: NBQA Audit and
Communication Campaign

Category: Producer-funded
Public Relations Program

**The National
Agri-Marketing
Association*

A.B. HIRSCHFELD PRESS | Denver, CO | November 2001 – October 2003

Account Executive

Generated revenue by selling custom commercial printing. Sustained existing clients and developed new business.

- + Increased new and existing business through networking, market research and relationship building.
- + Oversaw production, quality and delivery of printed products ranging from business cards to catalogs.
- + Increased client revenues by 20% through business development efforts.

DNA ADVERTISING (Immedient Corp.) | Denver, CO | March 2000 – October 2001

Art Director

Provided creative services for local and national accounts.

- + Managed designs and illustrations from concept to completion for B2B and B2C solutions.
- + Created concepts for advertising campaigns and creative marketing strategies.
- + Collaborated with the creative director to develop corporate identities and branding.
- + Designed websites and formulated usability analysis.
- + Collaborated on creative briefs and marketing planning with clients.
- + Created business development support materials including PowerPoint presentations, case studies and usability analysis.

ACCOMPLISHMENTS

- + Employed as graphic designer and quickly gained additional responsibilities including client relations, project management and copywriting.
- + Increased existing customer business 15% by recognizing and communicating additional marketing needs.
- + Successfully competed with other designers for client acceptance and adoption.

NATIONAL CATTLEMEN'S BEEF ASSOCIATION (NCBA)

Greenwood Village, CO | May 1994 – March 2000

Creative Director | June 1997 – March 2000

Oversaw design and layout, printing and distribution of educational, promotional and communication projects as well as a nationally distributed National Cattlemen Magazine.

- + Partnered with department leads to establish project deadlines for advertising, editorial staff and external printing operations.
- + Consulted with multiple advertising agencies for special projects and inserts.
- + Oversaw the hiring and the work of creative and print professionals.

Art Director | September 1996 – June 1997

- + Spearheaded design, layout and illustration of a wide range of deliverables including logos, print, infographics and websites.
- + Executed pagination, design and layout of a monthly 80+ page, full-color, perfect-bound magazine using copy, advertisements and insert placement. This included print management and distribution to 40,000 members.

Graphic Designer | May 1994 – September 1996

- + Partnered with project leads to create layouts and designs for a variety of projects.

ACCOMPLISHMENTS

- + Oversaw the design and production needs, from concept to completion, for three on-site and two out-of-state departments, producing deliverables including:
 - + Monthly four-color 48+ page magazine and two 100+ page annual industry report magazines with a national circulation of 40,000+.
 - + 17 individual weekly, bi-weekly, bi-monthly and quarterly multi-page publications, multi-page booklets, flyers, brochures and posters.
- + Decreased printing costs by 20% and postage costs by 40% in one year.
- + Served as Art Advisor for convention marketing team for two years, resulting in a 26% increase in annual convention revenue.