

Joseph U. Akhuetie

Graphic Designer

Deadline-driven Graphic Designer focused on overseeing projects from concept through final delivery. Successfully creates brand messages, strategies and key graphic productions. Resourceful and hardworking with vendor sourcing expertise and empowering leadership skills illustrated over 5 years of industry success.

Work History

2020-11 -
Current

Graphic Design Specialist

Saidatech LLC, New York, NY

- Spearheaded the design and development of print/web communication materials for cutting costs by 15%.
- Translated client and user feedback into marketing and sales collateral to drive brand loyalty and increase client revenue.
- Brainstormed ways to improve UX/UI of company website login page, working collaboratively with marketing, product, and creative teams.
- Created eye-catching infographics that boosted social media shareability and increased CTR by 25%.
- Helped design slides and presentations for training events with up to 10K people in attendance.
- Created aesthetically-pleasing advertisements that complemented products.
- Developed creative design for marketing packages, including print materials, brochures, banners and signs.

2017-01 -
2020-01

Graphic Designer

BADJUE LLC, Buffalo, NY

- Developed print materials such as brochures, banners and signs.
- Created aesthetically-pleasing advertisements that complemented products.
- Expert at interdepartmental coordination and communication., Created new design themes for marketing and collateral materials.
- Collaborated with creative team to design and produce computer-generated artwork for marketing and promotional materials.

Contact

Address

Brooklyn, NY, 11234

Phone

646-266-5601

E-mail

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Skills

Graphic design



Photography composition



PC and Mac platforms



Logo design



Image manipulation



Website graphics



Digital design



Digital imagery



- Successfully translated subject matter into concrete design for apparel, promotional materials and sales collateral.
- Participated in team effort to produce streamlined production of policy manuals and educational materials for newly hired employees and freelance designers.

2012-01 -
2014-01

Graphic Designer

DUP Entertainment, Brooklyn, NY

- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) and guaranteed that exceeded expectations of clients.
- Produced reusable design templates, saving each graphic designer 4 hours per week.
- Managed up to 5 projects or tasks at any given time while under pressure to meet weekly deadlines.
- Recommended and consulted with clients on appropriate graphic design options based on their overall marketing goals.
- Used Photoshop and Illustrator to create images and layouts for multiple projects.

Education

2016-08 -
2018-05

BA Degree: Art (Digital Media)

Brooklyn College of The City University of New York - Brooklyn, NY

2012-08 -
2014-05

AAS Degree: Multimedia Arts and Design (Digital Imaging & Design, Photography)

Borough of Manhattan Community College of The City University of New York - New York, NY

- Elected to Senator for Student Government Association in 2013
- Elected to President for Music Club in 2012
- Member of African Student Association
- Awarded 2012-2013 Leadership Award for Student Government Association

Other Skills

Photography, Music Production, Musician, Bassist

Adobe Creative Suite



Excellent

Production Layouts



Excellent

Visual Design



Excellent

Photoshop



Excellent

Illustrator



Excellent

Lightroom



Excellent

Dreamweaver



Excellent

Finalcut Pro



Excellent