

## SKILLS

### ART DIRECTION



### DESIGN MANAGEMENT



### GRAPHIC DESIGN



### CONTEXTUAL RESEARCH



### SKETCHING



### MEETING FACILITATION



### ADVERTISING DESIGN



### C.A.D.



## EDUCATION

### MASTER OF ARTS DESIGN MANAGEMENT

SAVANNAH COLLEGE OF ART AND DESIGN  
2013-2015

### BACHELOR OF FINE ARTS INDUSTRIAL DESIGN

SAVANNAH COLLEGE OF ART AND DESIGN  
2003-2007

## AWARDS & PUBLICATIONS

### “WORDS TO WORK BY”

Art in public places

2015

### EAGLE EXCELLENCE AWARD

Sea World Manta project

2009

### EASTMAN SAFETY SYRINGE

innovationlab.eastman.com

2007

# Joshua Plotkin

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## ABOUT

Using design management techniques and tools I apply Design Thinking to graphics, advertising, exhibits, and marketing projects in order to create a solid design and art direction process that can nurture concepts. I transform an initial design concept into an elegant, relevant, innovative, professional and purposeful solution. These solutions create an enticing and meaningful experience for the user while fostering brand loyalty and satisfaction.

## EXPERIENCE

### MULTIMEDIA GRAPHIC DESIGNER

Great Dane Trailers / Savannah, GA / 2015 - 2016

Art Direction and project management for the in-house marketing department. Commercial and photo shoot production. Design and creation of marketing campaigns, digital and print advertisements, trade show and outdoor signage, web design and UX, digital signage, motion graphics, social media advertising, brand guidelines, and internal /external communication materials while working within a cross-functional team and across all company departments.

### FREELANCE GRAPHIC DESIGNER

Josh Plotkin Designs / Various / 2001 - Present

Graphic design, layout design, and illustration since the age of 16. Assignments completed for individuals, small businesses, and educational groups . Assignments completed ranging from business cards and book illustrations to websites and video game character design.

### WEB ADVERTISING DESIGNER

Times-Union Media / Jacksonville, FL / 2013 - 2015

Design of digital advertisements and marketing solutions for Times-Union Media's digital media partners and clients. Use of Adobe creative suite, HTML, and CSS to create in-house graphics, presentation and customer interaction materials, and training documents.

### PRODUCTION ART MANAGER

Fanatics Inc. / Jacksonville, FL / 2011 - 2013

Management and art direction of 6+ artists and designers. Design, editing and troubleshooting of print, embroidery and applique based sports apparel designs for 450+ schools of the NCAA, and various entertainment based licenses that resulted in \$10 million+ in sales per year. Design of the yearly catalog and management of the company's graphic library.

### PROJECT DESIGNER/ENGINEER

Themeworks Inc. / Gainesville, FL / 2008 - 2010

Design and management of multiple exhibit fabrication projects under strict time and budgetary constraints. Design of thematic elements and educational graphics, coordination of sub-contractor work, sourcing and purchasing of project materials, analysis of existing designs for fabrication suitability, and creation of shop drawings for fabrication of thematic elements.

Work produced for:

The Smithsonian National Museum of Natural History  
Busch Gardens, Williamsburg, VA & Tampa Bay, FL  
SeaWorld, Orlando, FL  
The San Diego Zoo  
Ripley's Aquarium, Myrtle Beach, SC