

JOEY TUTALO

Creative Thinker -
Communication Problem Solver -
Graphic Artist

hey@joeytutalo.com

PROFILE

My name is Joey Tutalo, I'm a creative thinker and a communications problem solver with over 10 years of experience in both print and web-based/social media projects in the graphic design field. I bring positive, outgoing energy to my work — analyzing design solutions from a client's perspective and the user's perspective. I am passionate about my work and have an excellent eye for consistency. I believe that little details make all the difference. I am also a self-motivated person who is always eager to learn more and challenge myself by doing what I love.

EDUCATION

**Rutgers the State University
of New Jersey - Newark**
*BFA Visual Arts Concentration
Graphic Design*

School of Visual Arts
*Continuing Education - Intro
to HTML/CSS*

SKILLS

Intellectual

Creative Direction
Brand Identity
Web Design
Motion Design
Experience Design
Photography
Design Strategy

Technical

Adobe Photoshop, InDesign,
Illustrator, After Effects, XD
Elementor
Figma
Basic HTML/CSS
Keynote
Microsoft Office

WORK EXPERIENCE

Associate Creative Director
Revolution Digital
Jan 2020 — Present

Developed digital marketing collateral that had meaningful and measurable impact, achieved marketing/strategic goals, and satisfied client brand requirements. Includes: social media assets, digital ads, websites, campaign development, photography, motion graphics.

Provided creative direction to freelance designers and illustrators, ensuring that projects were executed seamlessly and to the highest standards.

Clients include: Emergen-C, Pfizer, Sun-Maid, Parkfast, Daily's Cocktails, B&G Foods, Dannon, Right Guard

Senior Art Director
Revolution Digital
2018 — 2020

Inspired and led the creative team by evolving my own skills through tireless learning and hands-on experimentation across an ongoing range of digital media types (UX, web design, motion graphics, video, etc.).

Contributed to growing the agency services by assisting in the creation of an in-house photography studio to produce monthly content for clients in the CPG and food industries.

Art Director
Revolution Digital
2016 — 2018

Designed and executed digital marketing communications, overseeing all aspects of art direction, including photography, design, and typography.

Worked closely with copywriters, account executives, and clients to understand their needs and develop strategies to meet their goals.

Supported and guided junior team members and provided constructive feedback to help them grow their skills and improve their work.

Senior Graphic Designer
JK Design
2015 — 2016

Designed marketing collateral for Johnson & Johnson internal communications, includes: websites, logos, powerpoint templates, custom icons, infographic design, brochures, e-blasts, event branding.

Maintained brand guidelines to ensure consistency and adherence to brand standards across all design assets.

Senior Graphic Designer
St. Jacques Marketing
2012 — 2015

Contributed to the development of marketing strategies and campaigns, providing insights and recommendations based on design expertise and knowledge of industry trends.

Researched, strategized and designed marketing collateral for franchise brands.

Clients include: 7-Eleven, T-Mobile, Century 21, Supercuts, Weichert Realtors

Graphic Designer
St. Jacques Marketing
2011 — 2012

Conceptualized and designed a wide range of creative assets, includes: brochures, flyers, websites, digital ads, e-blasts, billboards, event signage.

Stayed up-to-date with industry trends and best practices to inform creative work and drive innovation.

