

# Joshua Hartley

## Graphic Designer

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(989) 600-5945

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### EXPERIENCE

#### Michigan Municipal League

##### User Interface Designer: October 2023-Present

- Managed the company's website as well as several other websites for separate programs and affiliates
- Assisted in the rebrand and reorganization of company website
- Designed training to teach coworkers how to make changes to website
- Set design standards to achieve improved usability across website

##### Digital Developer: March 2022-October 2023

- Managed the company's digital presence across social media, email, and website
- Assisted in the implementation of replatforming of website
- Delegated tasks to coworkers and contractors to ensure a timely and quality end product
- Implemented best practices to improve KPIs across platforms

##### Graphic Designer: February 2017-March 2022

- Design within established brand guidelines
- Work with printers, designers and coworkers to ensure tight deadlines are met with quality work
- Projects include: signage, brochures, web banners, presentation materials, illustrations, and photo editing

### SOFTWARE

#### Adobe Creative Cloud

Photoshop

Illustrator

InDesign

Dreamweaver

Xd

#### Web

Wordpress

Formidable

Avada

Eventum

#### Email

Constant Contact

Mail Chimp

Active Campaign

## EXPERIENCE

### CONTINUED

#### Freelance

Graphic Designer: January 2012-Present

- Clients include: Populace Coffee, Counter Culture, Excellency Presents
- Branding, websites, clothing graphics, packaging, and graphics for social media
- Meet strict, self-imposed deadlines

#### The Valley Vanguard

Graphic Designer: April 2011-December 2012

- Produced a weekly student-run newspaper
- Delegated tasks to ensure that production was completed in a timely manner
- Lead a redesign to create a more cohesive and user friendly paper

#### The Kroger Co.

Meat Department Clerk: September 2007- February 2017

## EDUCATION

#### Saginaw Valley State University

University Center, Michigan

- Bachelor of Arts in Graphic Design: January 2011- December 2012
- Minor in Professional and Technical Writing
- Graduated Magna Cum Laude with a 3.77 GPA

#### Delta College

University Center, Michigan

- Earned credits to transfer: January 2008- December 2010

## SOFTWARE

### CONTINUED

#### Microsoft Office

Word

Excel

PowerPoint

Publisher

Teams

#### Others

Sprout Social

Monday.com

## OTHER SKILLS

User interface design

Illustration

Digital marketing

