

Hello, I'm

# Joseph Roberts

& I want to create with you

Strategic, multidisciplinary designer & creative director with an eye for innovation and pixel perfection. Over 14 years working with an array of clients large and small.

Always striving to expand my skill set, my greatest expertise revolves in the worlds of brand identity design, UI/UX layout, digital content, and print collateral.

Never content just thinking outside the box, I strive to redefine it.



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# Joseph P. Roberts

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✍ A wearer of many creative hats with 14 years experience creating engaging brands, digital, social and print for clients ranging from startup to international corporations. Highly skilled at idea generation, creative branding, and design best practices. Known among peers as a team cheerleader, a lover of excellent design, a brand ambassador, and the guy you want in the trenches with you when that ridiculous deadline comes around. Proven ability to build strong relationships by sharing the client's enthusiasm and delivering creative and strategic solutions to meet or exceed business objectives.

## ProspectPDX, Portland, OR (2013-present)

### Creative Director

- Led development and execution of integrated brand campaigns: Oregon Jobs Through Trade (A coalition of over 40 companies including Nike, Adidas, Columbia, and Intel), Jules Bailey for Portland Mayor, Ledding Library, Tobias Read for Oregon State Treasurer, Direct Action Partners, Pioneer Group, and Oregon Coalition of Police & Sheriffs.
- Drove brand management, social media campaigns, digital design, print layouts, and copywriting, with oversight of a five person creative team.
- Led the branding, social media campaigns and marketing materials of ProspectPDX, Fix Our Streets Portland, 4PDX, Direct Action Partners, and Aaron Dye Furniture.
- Collaborate with the creative team to respond to tight deadlines and client requests.

## Openended Creative, St. Louis, MO (2002-present)

### Creative Director - Owner

- Responsible for developing branding, layouts, UI/UX, digital materials. Clients including Pullstring, World Ventures, Voodoo Sports, and Cognito.
- Grew and managed a team of freelance art directors, copywriters, designers, animators, cinematographers, and developers.
- Pitched new business to prospective clients and new campaigns for current accounts.
- Cast, direct and oversee post-production for video and photo shoots.

## Directsound, St. Louis, MO (2009-2013)

### Art Director

- Created the overall 'look and feel' of DirectSound's brand including brochures, packaging, social media graphics, tradeshow materials, and style guidelines.
- Worked with executives to develop brand positioning, competitive analyses, and marketing strategies.
- Headed new product brand initiatives.

