**Joel Rashan Nealy | Visual Designer**

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**Professional Summary**

Highly skilled Graphic Designer with over 15 years of experience in creating visually compelling designs across various mediums. Proven record of maintaining brand integrity and exceeding client expectations.

| * Graphic Design * Brand Identity * Visual Communication | * Design Conceptualization * 3D Design * Environmental Graphics | * Print Collateral * Brand Messaging * Creative Collaboration | * Banner Ads * Figma * AI Prompts |
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**RELEVANT WORK EXPERIENCE**

**The Johnson Group** (Oct ’23- Present - Contract)

***Graphic Designer (HTML5 Focus)***

* Designed and developed HTML5 Banners with storytelling and connection with target audience in mind. Successfully managing file size constraints with ad performance as primary metric.
* Created SEO friendly and browser agnostic HTML5 banners for Target, Walmart, Kroger and Erlanger accounts. Designed to work across platforms and via mobile or desktop.
* Conceptualized animation using storyboards and communication with shareholders toward company goals.

**HBCU Gameday** (Oct ’22 - Apr ’23 - Contract)

***Art Director***

* Conceptualized visually striking sports interface displays for live broadcasts and post-game wrap-ups.
* Successfully rebranded the logotype and animated lower-thirds for YouTube and live presentations.
* Orchestrated and supervised the creation of 3D opening displays, podium graphics, and monitor fill for broadcasts.
* Multitasked roles of Set Assistant, Graphic Designer and ultimately, Art Director to deliver a complete polished package for the network.

**Cady Photography** (Sep ’21 - Feb ’22 - Contract)

***Environmental Visual Designer***

* Designed and implemented captivating environmental graphics for gymnasiums, stadiums, and facilities, aligning with the preferences of faculty and students.
* Engineered innovative design solutions that enhanced the contemporary and visually appealing environment, overcoming structural and physical constraints.
* Art Directed and planned environmental designs using 3D models as well as standard sketches to produce photorealistic composites and mockups.

**Kaiser Permanente** (Ju ’21 - Sep ’21 - Contract)

***Graphic Designer***

* Pioneered cutting-edge B2B design concepts and produced compelling client-facing materials, driving business growth and strategic initiatives.
* Standardized document formatting and developed customizable templates to streamline professional communication.
* Crafted engaging promotional materials for web platforms and the company intranet, effectively capturing attention and reinforcing brand messaging.

**The Weather Channel** (May ’17 -Jun ’21 - In House Full Time)

***Graphic Designer***

* Collaborated closely with internal partners to produce creative assets aligned with organizational needs, encompassing print collateral, on-air graphics, e-communications, and web content.
* Partnered with the Cable Ad Sales team to author assets for integrated ad products exclusively designed for television, ensuring seamless integration and maximum impact.
* Created captivating social media content for The Weather Channel TV brand, employing concise visual communication strategies to enhance viewership and drive engagement on various platforms.

*Further work history available upon request.*

**EDUCATION**

**Frostburg State University - *Bachelor of Science - Graphic Design 2005***