



# JOSEPH MAIOCCO

DESIGN • ILLUSTRATION • DIRECTION

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## BACKGROUND SUMMARY

- Supervised the development of Multi-Page Publications, Branding, Advertising, Illustration, Package Design, Production Standards, Informational Design, Photography, and Web Design.
- Advised inner-office meetings between design and marketing teams to achieve the best design solutions while dealing with rigorous deadlines.
- Researched design trends to ensure correlation with target audiences and budget requirements.
- Volunteers with student mentoring and lectures with AIGA and Pittsburgh Technical Institute.

## EDUCATION

### Associate in Science Degree, Graphic Design, October 2007

Pittsburgh Technical Institute, Oakdale, PA

**Computer Knowledge:** Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Bridge, QuarkXPress, Microsoft PowerPoint, Word, Excel, Entourage, Kodak InSite Prepress, and OzLINK Plus

## RELATED WORK EXPERIENCE

### Freelance Designer

*May 2008 – Present*

Drusky Entertainment, Pittsburgh, PA

- Developed designs for special events while meeting strict marketing deadlines.
- Assisted marketing firm with online material needed for show promotions.
- Interacted with marketing staff, artist, and ticket outlets to verify all branding guidelines.

### Freelance Designer

*May 2008 – Present*

PGHcomedy.com, Pittsburgh, PA

- Created promotional materials catered to both the venue's and PGHcomedy's needs.
- Formulated all design collateral, print services, and methods of distribution.
- Refined social media practices to help achieve a stronger brand.

### Artwork Director

*July 2007 – December 2011*

Spindle Publishing, Pittsburgh, PA

- Maintained production schedule and creative direction for 72 publications.
- Produced advertisements, publication designs, and website promotional material, ranging from small retail businesses to Fortune 500 companies.
- Monitored client and printer artwork submission deadlines.
- Educated new employees about artwork specifications, publication branding, and proofing requirements.
- Coordinated with printers to achieve the best product that fit the company's budget.

## AWARDS/ACHIEVEMENTS

- Appointed as a board member of Pittsburgh Technical Institute's Advisory Board for the Graphic Design Program.
- Received Pittsburgh Technical Institute's Richard Caliguiri Renaissance Award.
- Graduated with Presidential Honors (4.0 GPA), Perfect Attendance Awards, Pittsburgh Technical Institute, all quarters.

## ORGANIZATIONS

- Member of AIGA, the professional association for design, 2006 – Present
- Active in design lecture groups Refresh Pittsburgh, Loop Pittsburgh, and Creating Magic Through Pixels.