

# JOSEPH O'BRIEN

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## SUMMARY

A creative and strategic Senior Graphic Designer with a proven track record of developing compelling visual design across e-commerce, real estate, and marketing sectors. Leads cross-functional teams to produce engaging product imagery and digital content for major platforms through web campaigns, instruction manuals, and packaging. Well-versed at building design workflows from the ground up, scaling production pipelines, and mentoring design teams. Skilled in art direction, brand development, and UX / UI design, with a strong foundation in fine art.

## EXPERIENCE

### BEST CHOICE PRODUCTS

Newport Beach, California

#### Senior Graphic Designer

2019-2025

- Hired, trained, and led team of six graphic designers to complete up to 1,700 listings per year
- Managed creation of graphic content for product listing images for Amazon and direct-to-consumer website.
- Oversaw the visual style and overall look of projects to ensure alignment with strategic goals.
- Coordinated schedules between photo, copy, and graphics teams.
- Provided art direction and creative feedback to multiple teams.
- Created workflows and procedures for the design team.
- Led the design team to complete up to 1,700 listings per year.
- Created instruction manuals and product packaging.

### BLACK SWAN DATA

Lake Forest, California

#### Graphic Designer

2019

- Collaborated with developers to create and implement UI for Fethr website.
- Created market insight books for Panasonic to be sold at conferences.
- Designed show materials such as banners, cards, flyers, and digital displays.

### SURTERRE PROPERTIES

Newport Beach, California

#### Graphic Designer

2018-2019

- Created print and digital marketing collateral for luxury real estate.
- Developed and executed multi-page brochures, web ads, property signage, business cards, and Mailchimp templates.

### FOREST HOME

Forest Falls, California

#### Graphic Designer

2016-2018

- Created event marketing design for both print and digital applications, direct mail, and digital displays.
- Managed brand assets for various departments, including logos, templates, and key design elements.

### ASSOCIATED STUDENTS, INC.

Long Beach, California

#### Junior Graphic Designer

2014-2016

- Designed ad campaigns including posters, merchandise, social media, and emails.

## EDUCATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH, Long Beach, California

**Bachelor of Arts, Graphic Design; Minor, Marketing**

EL TALLER EXPERIMENTAL DE GRÁFICA, Havana, Cuba

**Study Abroad Program, Photography and Printmaking**

SANTA BARBARA CITY COLLEGE, Santa Barbara, California

**Associate's Degree in Fine Art**

## TECHNICAL SKILLS

Illustrator, Photoshop, InDesign, Figma, Lightroom, MS Office, Klaviyo, Jira, Airtable,