

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

Senior Graphic Designer

Newport Beach, California

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

Graphic Designer

Lake Forest, California

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

Graphic Designer

Newport Beach, California

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

Graphic Designer

Forest Falls, California

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.

Junior Graphic Designer

Long Beach, California

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,