



Joe Eckloff

Graphic Designer | Web Designer

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Professional Profile

Accomplished and passionate graphic designer with a demonstrated track record of producing effective design solutions that target business objectives and influence consumers. Able to combine a natural aptitude of organizing and managing web and print design projects with an expert understanding of layout, typography and color theory.

Core Strengths	Technical Skills
<ul style="list-style-type: none"> Creative Design User Experience Development Information Architecture Project Management Process Analysis & Improvement Art Direction Brand Stewardship Mentoring 	<ul style="list-style-type: none"> Adobe Creative Suite HTML CSS jQuery JavaScript Photography Image Manipulation Mac OS X

Career Progression

Principle/Creative Director – Joe Eckloff Designs / Mableton, GA

2010 – Present

2006 – 2008

- Design and develop unique packaging, collateral and interactive projects
- Determine and fulfill client needs through requirement definition, ideation, design, development and deployment
- Orchestrate and art direct multifaceted photography shoots

Key Contributions

- Designed and produced a series of recruitment brochures capturing a curriculum update at Life University within constricted deadlines
- Charged with managing a national retail manufacturer’s bi-lingual packaging to multi-lingual for expansion into global markets

Graphic Designer – Blue Ridge International, Inc. (BRICA®) / Charlotte, NC

2009 – 2010

- Collaborated in the design and production of Safefit®, BRICA® and Fisher-Price® packaging for international distribution with major retailers
- Assisted in the rebranding of the company’s marquee product line

Key Contributions

- Developed an interactive product catalog to support a packaging line rebrand and establish the company’s initial online presence

Pre-Press Quality Controller – Mozaic, Ltd. / Atlanta, GA 2008 – 2009

- Verified technical accuracy of production files, including dot-gain, color curves and trapping to satisfy flexographic and rotogravure printers' specifications

Key Contributions

- Managed a team of pre-press artists in the package redesign of a segment of the Goody® GelousGrip line

Senior Package Designer – Kids II, Inc. / Alpharetta, GA 2003 – 2006

- Designed package structure to optimize sku count and engage consumers
- Collaborated closely with product design teams during merchandise development to create innovative retail packaging in order to accentuate key product selling features
- Established a process enabling the graphic design team to monitor project status resulting in improved workflow
- Managed and mentored direct report in design and development processes, brand stewardship and electronic file production
- Art directed, retouched and manipulated product photography

Key Contributions

- Managed packaging rebrand of Baby Einstein® and Kids II's premier product line, Bright Starts™, for launch in major retail chains to increase market share and enhance brand identity

Web/Graphics Designer – PROMINA Health System / Atlanta, GA 2000 – 2002

- Developed print and web style guide for the corporate identity system
- Designed, produced and coordinated printing of all design collateral, such as annual reports and promotional materials
- Created and maintained several interdepartmental portals by using a comprehensive understanding of information architecture, user experience, and front-end development

Key Contributions

- Engineered the information architecture of the PROMINA intranet, incorporating multiple pre-existing portals, earning IT Employee of the Quarter

Education

- **Web Design & Development Diploma** – *The Art Institute of Atlanta* 2013
- **Web Design Certificate Program** – *Emory Center for Lifelong Learning* 2007
- **Managing Packaging Development** – *Clemson University* 2004
- **Web Development Certificate** – *Southern Polytechnic State University* 2000
- **A.A.S. Art & Advertising Design Technology** – *New York City College of Technology* 1983

Awards

- **Outstanding Contributions to the Department of Web Design and Interactive Media** – *The Art Institute of Atlanta* 2013
- **Student Award Show** – *The Art Institute of Atlanta* 2013
- **IT Employee of the Quarter** – *PROMINA Health System* 2002
- **Graduated cum laude** – *New York City College of Technology* 1983

Affiliations

- Atlanta Web Design Group • Atlanta HTML5 User Group • Atlanta WordPress User Group •
- Atlanta JavaScript User Group • Georgia Homeless Pets • USA Triathlon® •