



# résumé

Preferred communication: [joe@brighterbolder.com](mailto:joe@brighterbolder.com)

## From Conception to Completion

Whether it's print production or digital design — the finished product will always meet organizational branding standards and goals. I am meticulous with an eye for detail. I will bring your concept to life — no matter the medium — while ensuring optimal resolutions, color, size accuracies, and production values. I have Collaborated and managed clients, copywriters, photographers, illustrators, web developers and contractors working in government, non-profit organizations, boutiques, retail services & lifestyle businesses.

## Portfolio & References

- › [brighterbolder.com](http://brighterbolder.com)
- › [linkedin.com/in/joevelazquez](https://www.linkedin.com/in/joevelazquez)

## Design & Production

### PROFESSIONAL SERVICES

- › **Visual Identity** (+ReBranding and Brand Implementation)
- › **Marketing & Advertising**
- › **User Interface**
- › **Publication**
- › **Packaging**
- › **Environmental**

## Proficient & Savvy

### TECHNICAL SKILLS

- › **Adobe Creative Cloud 2021:** Acrobat DC, Illustrator, InDesign, Photoshop, XD & Dreamweaver
- › **Microsoft Office 365:** Word, Excel, PowerPoint & Outlook
- › **CMS:** WordPress, Drupal & YM
- › **Language:** Fluent in Spanish

## Education

### BFA GRAPHIC DESIGN

- › **George Mason University**  
Fairfax, VA / July 2005

## Work History

**MEETING PLANNER + GRAPHIC DESIGNER** | National Association of Long Term Hospitals / Washington, DC  
May 2018 – Present

**WEB & GRAPHIC DESIGN** Write, edit, proof, design, print and disseminate all conference related publications on web, print and WHOVA app (program, e-blasts, name tags, banners, posters, flyers, signage and anything else as needed).

**MEETING PLANNING** Propose and budget for events & manage overall production to budget. Secure meeting sites and oversee all meeting logistics pre- and on-site — housing, registration, financial management, A/V, decorating; exhibit booth setup, operation, breakdown; sessions, meetings, events, food and beverage, signage, security; scheduling staff and temporary worker coverage. Develop, implement and manage marketing and communication plans. Correspond with abstract authors, reviewers, and invited speakers. Handle requests for ancillary meetings (Board Meetings / Capitol Hill Day Visits). Finalize and close out the meeting

**MAINTAINANCE** Member and Partner database powered by yourmembership by Community Standards

**ART DIRECTOR + PARTNER** | Apsara / Washington, DC  
August 2008 – December 2017

**COFOUNDER** of creative studio that specialized in brand development focusing on boutique retail & services, arts & lifestyle, and gourmet food businesses

**ACQUIRED** over 100 unique clients, completed over 500 projects, and maintained client relationships

**CONCEPTUALIZED** and executed extensive brand foundation and development campaigns by gaining a strong understanding of client background, goals, targets, and customer base; collaborated with business partner and specialist contractors adhering to project milestones and strict deadlines, resulting in high-end creative

**FREELANCE GRAPHIC DESIGNER** | Formulae23 / Washington, DC  
January 2003 – 2008

**COLLABORATED** with clients to develop and execute print and web design concepts and campaigns.

**ESTABLISHED** and maintained printer relationships; handled client printing using local or online printers.

**WEB + PRODUCTION ARTIST** | Washington CityPaper / Washington, DC  
August 2006 – January 2007

**PRODUCED** print and web advertisements

**IMPLEMENTED** quality control of all digital files for print and web

**PRODUCTION ARTIST** | Crabtree + Company / Falls Church, VA  
October 2005 – December 2006

**DEVELOPED** and executed print and web design concepts and campaigns under Art & Creative Directors direction

**IMPLEMENTED** quality control of all digital files for print and web

**MAINTAINED** stock photo, image reference files, clip art, and paper samples

**ORGANIZED** and maintain company library resources

**WEB + GRAPHIC DESIGNER** | U.S. Office of Personnel Management / Washington, DC  
December 1999 – July 2005

**DEVELOPED** and executed design concepts for organization meetings and events: reports, booklets, posters, signage, fliers, brochures, and emails. Worked with print shop procurement, printing, and preparing packages for print

**DEVELOPED**, maintained, and designed section 508 compliant web pages and documents

**RESEARCHED** computer software and hardware for procurement

**MAINTAINED** and administered printers