



JOSH BUTLER
DESIGN + ART DIRECTION

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SUMMARY

Art Director and multidisciplinary Graphic Designer with 15 years of experience and past work that has included branding, marketing/advertising (print, digital and out-of-home), packaging, publishing, environmental, website/user interface, motion and illustration on behalf of large and small clients in a variety of industries. Dependable, lead-by-example type with a diverse skill set and a keen eye for detail. Empathetic. Inquisitive. Resourceful. Adept at multitasking and capable of delivering high-quality work no matter the medium.

notable clients: san diego zoo wildlife alliance, universal destinations and experiences, netflix experience, caterpillar (corporate, subsidiary brands and various business units, with work appearing worldwide), exxon, mikeroweworks, ameren, afb international, easterseals, first response team of america

WORK EXPERIENCE

ART MACHINE ART DIRECTOR 02/2023-Present

- Designed logos for theme parks, rides, restaurants and retail stores within.
- Concepted and composited key art visuals for print and digital campaigns.

SIMANTEL FULL-SERVICE B2B MARKETING AGENCY

SENIOR ART DIRECTOR 02/2016-10/2022

- Supervised projects while holding primary creative responsibilities on others.
- Interacted with clients, offering rationale, building trust and influencing decisions.
- Transitioned to remote work, providing feedback that enabled agency growth.
- Covered other job roles, hastening delivery times and freeing up resources.
- Reduced rework by suggesting ways to streamline interdepartmental handoffs.
- Identified recurring departmental issues and undertook efforts to resolve them.
- Secured additional revenue by taking on unscheduled, last-minute projects.
- Mentored junior colleagues and created reference documentation.

ART DIRECTOR 02/2013-02/2016

- Collaborated with agency teams to develop integrated marketing campaigns.
- Engaged and oversaw external vendors in the creation of outsourced materials.
- Assumed prepress production responsibilities and performed press checks.
- Built landing pages and connected experiences in Adobe Experience Manager.
- Determined photography styles and directed photo/video shoots.
- Pitched campaign ideas and presented work to clients.

DESIGNER 04/2010-10/2013

- Developed brand assets including logos, identities, guidelines, and stationery.
- Created print materials including ads, brochures, posters, mailers and more.
- Animated banners, coded emails and designed websites and interactive content.
- Produced physical mockups and presentation boards for meetings.
- Prepared artwork for printing on apparel and other products.

IMAGINE ARTISTS DESIGN CONTRACTOR 12/2009-10/2011

- Designed and typeset a 380-page fiction novel for a local author.
- Directed an illustrator on the creation of cover and interior artwork.

ADCO ADVERTISING DESIGNER 12/2009-04/2010

ROSS CREATIVE + STRATEGY DESIGN INTERN 05/2008-03/2009

RAW CONSULTING DESIGNER 05/2008-07/2008

ILLINOIS SBDC DESIGN INTERN 09/2007-05/2008

SKILLS & SOFTWARE

creative strategy	adobe:
ideation	indesign
art direction	photoshop
graphic design	illustrator
advertising	xd
typography	animate
layout	acrobat
color theory	experience
compositing	scene7
retouching	fresco
storytelling	
copywriting	other:
proofreading	brackets
animation	svgator
shoot direction	miro
video production	sketch
print production	email on acid
cx + ux + ui	office suites
wireframing	cloud storage
prototyping	productivity
html + css	messaging
troubleshooting	mac + pc
project management	ai
time management	
problem solving	
collaboration	
consistency	
communication	
adapability	
strategic thinking	
data analysis	
interpersonal	

EDUCATION

BRADLEY UNIVERSITY BS - GRAPHIC DESIGN

study abroad (london): advertising
independent study: after effects

ILLINOIS CENTRAL COLLEGE AA - GRAPHIC DESIGN

AWARDS

CAMPAIGN OF THE YEAR: B2B TECHNICIAN RECRUITING

2014 Ad Age Small Agency Awards