

JOSHUA VIZZACCO

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SENIOR ART DIRECTOR / CREATIVE DIRECTOR / BRAND DESIGNER

I am a highly motivated brand designer and creative thinker with a desire to work on a tight-knit creative team where my ideas and expertise can help shape a brand or brands to become more authentic.

I am passionate about originality in business and aligning brand values to positioning and visual identities through strategy, design, photography, experience and voice. My work over the past couple years, and in my current role, has been focused on helping businesses become truer to themselves.

Brands who stay true to their core values and lean into them will attract the right employees and customers and outlast brands who try hard to impress and win hearts through false values and hollow campaigns.

I am a husband of two years, a father of a son, a lover of the outdoors, passionate about all design whether it's automotive, furniture, product, architecture or interior design.

I've been working professionally in the design field since 2008 for a variety of design and marketing businesses including:

(add)ventures, RI

RDW Group, RI

Nail Communications, RI

Figmint, RI

HappyMatter.com, RI

Accorin, MA

Vizzacco Design, MA

Emery, MA

PROFESSIONAL EXPERIENCE

EMERY

Jan 2017 - current

<https://emery.agency>

I Serve as Creative Director for Emery, a brand identity agency in Northern Massachusetts. As an agency we work with businesses of many sizes to clarify and align who they really are (their true identity) to what they look like, how they act, speak and engage with their audiences - from leadership to the voice or the brand and down to the most minor touch points and customer experiences.

- Took charge of all things design internally and for our clients. From art directing the work of my own and our other designers to hiring and managing freelance designers and illustrators.
- Took strategic findings and designed brand identity solutions to fit the needs and goals of the projects. From initial concepts and mood boards on through design execution and development of visual systems to presenting design work and building out brand guides for our clients.
- Developed key design process work-flows for our team to save time and money through a 'work smarter not harder' approach.
- Designed a brand system of for the agency including templates for ebooks, strategy documents, road mapping sessions, design proposals, brand guides and more.
- Designed and built with our developers the Emery agency website through two positions in 2017/18. Managed the agency brand resources and was a key decision maker in business decisions and designing our own processes.
- Assisted in strategy sessions by speaking into design related matters, listening to what was being said and translating that into design language and supporting my team's efforts.
- Worked side by side our team of designers, writers, strategists, project managers and leadership in a truly collaborative and healthy business culture where praise and support overruled ego and self-centeredness.

PROFESSIONAL EXPERIENCE

VIZZACCO DESIGN

Owner

2009 - 2017

<https://vizzacco.com>

I ran my own design studio for eight years while actively contracting and partnering with other agencies and firms in between. My business was primarily focused on graphic design with an emphasis on brand identity and web design (not development).

- Owned and operated my own business. In charge of every aspect of running a business from accounting to delivering high quality design work.
- Experience designing and building wordpress websites and partnering with web developers & designers on key projects.
- Designed numerous packaging solutions for the food and beverage industry.
- Worked with numerous businesses to bring clarity to their visions and build the foundations for visual identity through logos, websites, brand guides, and other marketing collateral.

(ADD)VENTURES

Contract Designer

Lead Digital Designer

2012 - 2015

<https://addventures.com>

I worked with (add)ventures, a design, marketing and advertising agency in Rhode Island, as a part time / full time contract lead designer on their digital team.

- Collaborated on a large team with information architects, developers and project managers to design and deploy large websites for businesses.
- Assisted in creative meetings and agency wide critiques for projects outside of the digital department.
- Notable clients include; a website redesign for Blue Cross Blue Shield of Rhode Island and CVS Health.
- I participated on the 2014 rebranding design team for CVS Health. This included takeover page designs and a re-skin / re architecture of their existing website for the rebrand launch.

TEACHING / EDUCATION INVOLVEMENT

Community College of Rhode Island
September 2014

I taught graphic design I at the Community College of Rhode Island. I started this introductory class with a hands on / computer off structure where the students learned the elements and principles of graphic design by constructing compositions with cut paper and through drawing exercises. This was followed up with translating those same core elements and principles into Adobe Illustrator and included graphic design history and typography lessons.

Community College of Rhode Island
Guest Speaker
October 2009 & 2010

I was invited, twice, to speak to community college art students on all matters art and design school; preparation, portfolios, college life and specifically about my experiences as a transfer to RISD from CCRI.

Community College of Rhode Island
Search Committee
May 2010

I was invited to sit on the CCRI art department search committee and help interview potential candidates for the position of graphic design and new media professor. Because of my experiences as a student at CCRI, as a transfer to RISD, and someone who works in the field professionally, they felt my input would be of significant value in determining what students needed from their professors of art and design.

Typography III Lecture Design
Art Institute of Boston
Sept. 2009

I assisted in the design of a Typography 3 lecture for professor Richard Rose for his graphic design class at Art Institute of Boston (AIB). The task required creating a comprehensive slide show presentation for his class with typography studies and examples.

WHAT I BRING TO A TEAM

PROFICIENCIES:

Brand Strategy

Brand Positioning

Competitive Analysis

Brand Identity & Visual Systems

Graphic Design

Web UI / UX

Site mapping

Wireframes

Understanding of CSS / HTML

Packaging

Print Design

Ten years of experience in various design, branding and marketing settings. My understanding and consideration of design and brand needs are well rounded and balanced.

Thoughtful design strategy and meticulous design execution through brand identity and visual design systems, as well as solid UI / UX proficiency.

Ability to work and translate high level concepts between business, strategy and engineering teams back to my design department and execute the work based on specific goals.

A serious yet friendly attitude. I can get along with everyone, I know how to delegate, give praise, support my design team and keep things moving along. I expect a lot from my colleagues because I give a lot to my work.

SOFTWARE & TOOLS:

Adobe Illustrator

Adobe InDesign

Sketch

Invision

Wordpress

Slack

Harvest

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN

Bachelors of Art
in Graphic Design
May 2009

COMMUNITY COLLEGE OF RHODE ISLAND

Associates in Fine Art
June 2006

PROFESSIONAL REFERENCES

EMERY

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WAYFAIR.COM

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(ADD)VENTURES

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