

Joe Wagner

Austin, Texas
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I'm a seasoned creative professional with experience in advertising and marketing, strategy, user interface and systems design, presentation building, shooting and editing video, and generating assets for social, CMSs, partner and affiliate sites. I'm enthusiastic about building well-researched, data-driven experiences and iterating toward measurable results.

Work Experience

Marketing Designer

10/2019 to 03/2020

Texas Capital Bank
Austin, TX

Helped craft brand building deliverables for Bask Bank, a fintech startup born out of TCB. Created marketing material for TCB properties to be used internally, externally, for online experiences, social media, and more. Developed presentations, wireframes, iOS and Play app store marketing, video, and mockups for print and digital mediums.

Marketing Director

07/2019 to 10/2019

Toyota of Cedar Park
Cedar Park, TX

Worked with internal and external stakeholders to generate print and digital marketing materials, participated in community events, and interfaced with agencies and vendors to support lead generation and sales via targeted marketing, paid and earned media, SEO and SEM. Shot photography and video and produced content for the web and social channels.

Manager, Design Connected Fitness Media

08/2018 to 07/2019

Under Armour
Austin, TX

Lead a small team of designers and writers who evolved media product and helped facilitate renewed business while earning new business. Established campaign strategy and helped optimize client marketing earning significantly better metrics and value for partners. Storyboarded and designed for motion design and video productions.

Art Director

03/2011 to 08/2018

Razorfish

Austin, TX

Leveraged data, research, and testing to craft UX/UI shopping and booking experiences for Delta, Citi Retail Services, and Carmax. Made audience building videos, media and motion graphics for AT&T, Bridgestone, and others. Helped expand client work by implementing revenue generating programs and positive measurable KPIs while assisting in multiple successful efforts to win and grow business.

Senior Designer

07/2007 to 04/2011

Moxie Interactive

Atlanta, GA

Created engaging digital and social media marketing, advertising, and websites for Coca-Cola, Cartoon Network, Verizon, Home Depot and more. Shot, lit, mic'ed, directed, edited video and created motion graphics. Served as creative lead and mentor to junior designers and contractors.

Instructor

06/2006 to 06/2007

Portfolio Center

Atlanta

Provided young professionals with an understanding of the process of planning, acquiring, designing, building, and deploying a website.

Art Director

04/2006 to 05/2007

22Squared

Atlanta, GA

Helped design and concept brand building strategic advertising campaigns for on and offline experiences with clients like Ad Council, Toyota, Buffalo Wild Wings, Florida's Natural, and Publix.

Designer

02/2005 to 01/2006

Going Interactive

Atlanta, GA

Designed and produced Flash animations, videos, multimedia presentations, websites, and sophisticated PowerPoint decks for clients that included Georgia-Pacific, Cartoon Network, KB Homes, Serenbe, and Nature's Own. Served as point of contact while managing client relationships.

Art Director

05/2003 to 02/2005

Tommaso Design Group

Columbus, OH

Built digital capability into what was exclusively a print design shop. Located, hired, and managed teams of designers, developers, and copywriters on large digital projects. Developed quotes, proposals, project timelines, and presentations as main point of client contact.

Instructor

08/2001 to 02/2005

Course Instructor

Columbus, OH

Gathered and presented relevant course material to students in a video editing course. Assessed, discussed, evaluated, and coached learners to improve skill stack, technique, conceptual ability, production and execution.

Skills

Adobe Photoshop - 10+ years

Adobe Illustrator - 10+ years

Adobe After Effects - 10+ years

Adobe XD - 4 years

Sketch - 5 years

Keynote - 10+ years

Microsoft Office Suite - 10+ years

Adobe Animate (Flash) - 10+ years

Content Creation - 10+ years

Copywriting - 10+ years

Adobe Premiere - 10+ years

Photography - 10+ years

Art Direction - 10+ years

Education

Columbus College of Art & Design

Bachelor's

Art / Media

Columbus, Ohio