

SUMMARY

Senior-level graphic designer with extensive experience managing creative teams and projects. Visual problem-solver with expertise in both print and electronic design and production. Strong understanding of contemporary marketing. Skilled at taking complex or abstract concepts and finding ways to visually represent them to a specified audience.

SKILLS

MANAGING CREATIVE TEAMS

Experience building and managing creative teams in corporate and creative services settings. Functioned as creative director and final decision maker.

BRAND MANAGEMENT/CORPORATE IDENTITY

Experience managing 3 international corporate brands and 2 global product brands. Extensive experience designing logos, icons and corporate identities, product brand identities, and in developing corporate identity standards.

WEB DESIGN

Web graphics, site look and feel, layout, and navigation. Experience as Web master, lead designer and creative director for numerous corporate Web sites.

USER INTERFACE DESIGN

Graphical user interface design for software products. Experience developing icons sets and look and feel for desktop and Web-based software products.

PRINT DESIGN

Both digital and offset, large format (trade show) and packaging. Extensive experience designing marketing collateral, identity graphics and advertising campaigns for global corporations.

PRODUCT PACKAGING

Experience in the development of software packaging, cartons, labels and accompanying documentation, method of delivery, etc.

COPYWRITING/EDITING

Extensive experience and collaboration with Marketing Teams to develop written content for advertising.

TECHNICAL EXPERIENCE

PLATFORM

- Expertise in Macintosh OSX platform
- Proficient in Microsoft Windows environment.

SOFTWARE

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Flash)
- Quark XPress
- Microsoft Office (Word, Excel, PowerPoint, Outlook)

WORK EXPERIENCE

INDUSTRIES / BUSINESS SECTORS

- 13 years experience in healthcare marketing
- 5 years experience in tech industry marketing
- 11 years experience in printing industry
- 3 years in advertising agency setting

JOEL TERRELL STOREY

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Bahama, NC 27503
919.815.1323

EDUCATION

Bachelor of Visual Design
College of Design
NC STATE UNIVERSITY
Raleigh, North Carolina 1976

RECOGNITION

CONTRIBUTER

Logolounge 5: 2000 International Identities by Leading Designers, published 2009

Logolounge Master Library: 3000 Symbol & Shape Logos, published 2011

APPOINTED

Community Awareness Committee
Danville Area Chamber of Commerce
Danville, Virginia 1987

CONTRIBUTER

Holiday card, for outstanding use of Strathmore Paper
Strathmore Graphics Gallery
Strathmore Paper Company
Westfield, Massachusetts 1987

CONTRIBUTING WRITER

The Windhover
Annual Creative Writing Publication
North Carolina State University 1975, 1976

CONTRIBUTING ILLUSTRATOR

The Agromeck
Student Yearbook
North Carolina State University 1974

WEB PORTFOLIO

<http://www.joelstorey.com>

References available upon request.

WORK HISTORY

DIRECTOR, CREATIVE SERVICES / DELPHI HEALTHCARE PARTNERS, INC. 2008–PRESENT
Delphi is a physician staffing company specializing in Emergency Department specialty on-call solutions. As an in-house designer I am responsible for Delphi's corporate branding, identity, visual ad development, collateral, etc.

WEB DESIGN CONSULTANT / GRACESTREAM 2007–2008
GraceStream was a Web design firm whose market was small businesses and churches. At GraceStream, I design look and feel prototypes for Web projects. GraceStream primarily designs Joomla content management based sites. My responsibilities included design consultation, interaction with clients, as well as some project management.

ART DIRECTOR / ETRIALS WORLDWIDE, INC. 2002–2007
etrial (now Merge) is a pharmaceutical technology company that provides services and electronic tools which increase the efficiency of the clinical trial process. I was responsible for creating, managing and producing all of etrial's corporate design (collateral and sales materials, tradeshow graphics, identity, advertising, etc.) and product branding, including print and Web. I also assisted Research and Development with user interface graphics.

ART DIRECTOR / TECHNAUTS, INC. 1999–2001
Technauts was an Internet server software application developer. My responsibilities included managing and producing all of Technauts corporate design (collateral and sales materials, etc.) and product branding. I designed and maintained (2) iterations of Technauts' corporate Web site. I provided desktop and user interface icons for Technauts software product interfaces and created all product packaging and documentation graphics.

GRAPHIC DESIGNER > GRAPHIC DESIGN MANAGER / PERSIMMON IT, INC. 1996–1999
Persimmon IT was an Internet software developer with a unique staffing model that utilized graphic designers and Web developers in project teams. As Graphic Design Manager, I managed the pool of in-house graphic designers. The design team produced custom work for clients as well as marketing materials for the company's software products. I was responsible for the overall graphic look and feel of corporate Persimmon and its Web based products, (both in print and online). I also provided graphic support for user interface designers as needed.

FREELANCE ART DIRECTOR / JOEL STOREY DESIGN 1994–1996
For two years I managed my own freelance business in the Research Triangle Park area of North Carolina. A partial list of my clients includes: Doctors Health Plan, Duke University Medical Center, Duke Eye Center, Medic Computer Systems, The Navigators, One Room Systems, Sandler & Recht Communications, Sedona Healthcare, Webb Patterson Communications, and West & Vaughn Advertising.

DIRECTOR OF CORPORATE ADVERTISING / COASTAL HEALTHCARE GROUP, INC. 1987–1994
Coastal Healthcare Group was a national healthcare management holding company with over 70 subsidiaries. I managed the in-house advertising department with a staff of 5. We provided graphic design support to internal clients including: corporate identity, collateral and capabilities literature, direct mail, trade ads, and trade show displays. My responsibilities included supervising staff, creative direction, design, copywriting, print buying, project scheduling, and departmental budget.

CREATIVE SERVICES DIRECTOR / MCGEE/OLDHAM 1987
I helped start this small full-service ad agency in Danville Virginia. At McGee/Oldham, I designed and managed all graphic design projects.

GRAPHIC DESIGNER > ART DIRECTOR / MCCAIN PRINTING, INC. 1976–1987
At McCain Printing I consulted with customers regarding print design needs and then designed and produced mechanicals for offset printing. As Art Director I supervised the in-house art staff. McCain Printing offered design service to its printing customers.