



JOAN BOWLEN

VISUAL DESIGN / ART DIRECTION

📍 Los Angeles, CA

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WHO AM I?

Jack-of-all-trades designer with 5+ years experience in both the tech industry and the non-profit realm. Develops coherent branding across print, web and alternative medias while also providing project management and marketing strategy.

PROGRAMS

Adobe Illustrator	<div style="width: 95%; background-color: #f44336; border: 1px solid #ccc;"></div>
Adobe Photoshop	<div style="width: 90%; background-color: #f44336; border: 1px solid #ccc;"></div>
Adobe InDesign	<div style="width: 85%; background-color: #f44336; border: 1px solid #ccc;"></div>
Adobe Premiere	<div style="width: 70%; background-color: #f44336; border: 1px solid #ccc;"></div>
Sketch	<div style="width: 80%; background-color: #f44336; border: 1px solid #ccc;"></div>
HTML / CSS	<div style="width: 95%; background-color: #f44336; border: 1px solid #ccc;"></div>
Wordpress	<div style="width: 90%; background-color: #f44336; border: 1px solid #ccc;"></div>
Marketo	<div style="width: 75%; background-color: #f44336; border: 1px solid #ccc;"></div>
Pardot	<div style="width: 85%; background-color: #f44336; border: 1px solid #ccc;"></div>

SKILLS

Art Direction	<div style="width: 95%; background-color: #f44336; border: 1px solid #ccc;"></div>
Illustration	<div style="width: 90%; background-color: #f44336; border: 1px solid #ccc;"></div>
Graphic Design	<div style="width: 85%; background-color: #f44336; border: 1px solid #ccc;"></div>
Website Design	<div style="width: 80%; background-color: #f44336; border: 1px solid #ccc;"></div>
Photography	<div style="width: 75%; background-color: #f44336; border: 1px solid #ccc;"></div>
Content Editing	<div style="width: 70%; background-color: #f44336; border: 1px solid #ccc;"></div>
File Management	<div style="width: 95%; background-color: #f44336; border: 1px solid #ccc;"></div>
Social Media	<div style="width: 60%; background-color: #f44336; border: 1px solid #ccc;"></div>

STRENGTHS

Creativity	<div style="width: 95%; background-color: #f44336; border: 1px solid #ccc;"></div>
Reliability	<div style="width: 90%; background-color: #f44336; border: 1px solid #ccc;"></div>
Communication	<div style="width: 85%; background-color: #f44336; border: 1px solid #ccc;"></div>
Focus	<div style="width: 80%; background-color: #f44336; border: 1px solid #ccc;"></div>
Leadership	<div style="width: 75%; background-color: #f44336; border: 1px solid #ccc;"></div>

EXPERIENCE

May 2012 – Present
Freelance Designer,
Jonibow Design

RESPONSIBILITIES

Designed and implemented websites for an array of businesses. Created full branding for 60+ member bicycling team, including yearly bicycle kit designs. Provided live event photography and print material designs for the San Francisco Gay Men's Chorus for last 5+ years.

June 2017 – May 2018
Digital Marketing
Manager,
Vendini

RESPONSIBILITIES

Delivered data-driven marketing strategies using a combination of automated marketing tools and CRMs. Oversaw the daily operations of Vendini's websites, email marketing programs and lead generation tactics. Designed content for the company's digital presence including blog posts, social and online ads, and landing pages.

October 2014 – June 2017
Visual Designer,
Vendini

RESPONSIBILITIES

Full-time administrator of the company's corporate website. Maintained website content design and updates, site security and upgrades, along with SEO monitoring. Created marketing print materials, such as case studies, whitepapers and corporate branding materials.

August 2013 – October 2014
Web Design & Project
Coordinator,
Vendini

RESPONSIBILITIES

Interfaced with clients using the company's custom CMS to determine their online business needs. Created and launched branded websites designed to increase clients' online ticket sales. Coordinated with internal teams to troubleshoot product limitations, design feature requests and create training materials.

EDUCATION

2009
Bachelor of Arts,
Art History
College of William & Mary
Williamsburg, VA

2013
Associate of Science,
Web & Interactive Media
The Art Institute of California—San Francisco
San Francisco, CA

INTERESTS

Live music // Pet rabbits // Road biking // Sustainable cooking // Books