JOAN BOWLEN

COMMUNICATION DESIGN / ART DIRECTION

Los Angeles, CA

joanbowlen.com

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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
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- Sketch
- HTML / CSS
- Wordpress
- O365 Suite
- Marketo
- Pardot

SKILLS

- Art Direction
- Illustration
- Graphic Design
- Website Design
- Photography
- Content Editing
- File Management
- Social Media

STRENGTHS

- Creativity
- Reliability
- Communication
- Focus
- Leadership

EXPERIENCE

November 2018 – Present

Designer,
Global Media Operations, NBCUniversal

RESPONSIBILITIES

Undertook the company's employee communication initiatives, including the building and maintenance of the company's internal communication portal, a monthly newsletter, training materials and a comprehensive onboarding initiative for company managers and new hires.

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.

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