

Joel Javier Loera

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nomadswelcome.com

SKILLS Art Direction, Concepting, Design and Strategy, Team-based Project Management, Adobe Creative Suite, Pre-Press File Preparation, Copywriting, Proofreading, Microsoft Office, Digital and 35mm Photography, Screen Printing.

EXPERIENCE **AMERICAN NATIONAL INSURANCE**

Lead Graphic Designer, Brand Ambassador | 2013 to Present

Lead enterprise-wide rebrand and helped develop a 40 page Brand Book including brand standards, logo and type treatment requirements, brand color choices, agent signage and product brochure system among other collateral.

Provides design leadership through art direction, design and production of print and digital graphic assets such as ad campaigns, posters and brochures that consistently reflect the American National brand and are legally compliant.

Art directs national print and digital campaigns from concept to completion and pitches concepts to copywriters, market managers and product specialists on a consistent basis.

Helped design and successfully launch "Marketing on Demand" – a platform for our 1500 agents, which allowed them to access personalized marketing materials online for the first time in the history of the company (1 million+ pieces/year)

Manages numerous projects, for multiple product lines, from concept to completion and ensures tight deadlines are met.

Designs agent office signage as well as environmental signage/event graphics for local and national trade shows.

Designs identities and supporting collateral for special annual events such as United Way Month, American National Car Show for Kids, American National Holiday Gala, American National Motorcycle Show and Professional Seminar.

Works directly with print vendors to review job quotes and deliver materials on time, within proposed budgets.

Manages production and delivery of print pieces, including paper selection, press checks, proofing and quality control.

Educates internal and external clients on proper design practices and standards, ensuring brand-compliance.

Studies current design trends in order to prescribe what styles are most appropriate for clients' needs.

RISEbridal

Founder, Creative Director, Screen Printer | 2011 to Present

Designs and screen prints custom wedding paper goods including programs, invitations, save-the-dates and R.S.V.P. cards.

Designed and launched RISEbridal.com as well as other social media outlets for the brand.

Work featured on Conde Nast's BRIDES.com and For Print Only among other bridal blogs.

RGB COSMETICS

Graphic Designer | 2008 to 2013

Assisted in designing brand identity including logo, product, packaging and unit cartons.

WHITAKER PUBLISHING – 417 Magazine, 417 Bride Magazine, 417 Home Magazine

Ad Designer, Creative Coordinator | 2011 to 2012

Coordinated an average of 50 clients per month, designed compelling creatives, from concept through final production, for print and web. Duties included project management, art direction, photography, photo re-touching, typesetting, copywriting and production of advertisements.

Worked with a team of sales representatives and sales directors to create client-focused ad campaigns.

Designed and produced special advertising sections for all Whitaker publications.

Increased magazine revenue by designing successful ad campaigns, which led to renewed and upgraded contracts.

Effectively managed time and organized projects, in ad design and magazine production and consistently met tight, monthly production deadlines.

EDUCATION **WEBSTER UNIVERSITY** | St. Louis, Missouri | 2007-2009

Bachelor of Fine Arts in *Graphic Design*

REGENT'S UNIVERSITY LONDON | London, United Kingdom | 2008

Study abroad residency – *emphasis in Art History*

COLUMBIA COLLEGE CHICAGO | Chicago, Illinois | 2006-2008

Bachelor of Arts student – *emphasis in Advertising Art Direction*