



JOSUE HERRERA-FEENEY
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EDUCATION

Columbia College Chicago
BFA in Graphic Design, 2014

SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Dreamweaver
Desktop Publishing
Screenprinting
Letterpress

OBJECTIVE

A background in design, marketing, management, and customer service has provided me with a skillset that allows me to easily take a conversation with a client, and develop a campaign from conception to completion. My goal is to bring more depth to these skills, utilizing analytical thinking and design concepts to create strong, effective solutions to creative problems.

QUALIFICATIONS

Good visual, written, and verbal communication skills.
A keen eye for detail and good design instincts. Experience with working both collaboratively and independently.
Dependable, and goal-oriented.

EMPLOYMENT HISTORY

Junior Graphic Designer & Marketing Coordinator, Status Marketing Group
2015-Present

- Strategized and executed websites, logos, and a wide array of marketing materials for clients
- Met directly with clients to firmly establish their brands and target audience in the creation of collateral
- Managed social media pages for clients, focusing natural growth, content creation, and post engagement
- Oversaw a group of marketing interns, keeping tabs on campaigns and projects, including the launch of a blog

Graphic Designer, Freshii
2015-November 2016

- Created an array of environmental, digital and print pieces to promote and bring regional awareness to the brand
- Maintained consistent branding standards in working with an international brand
- Developed branding and marketing materials for the first Cafe Freshii in the United States market
- Strategized and executed in-store marketing and content creation for social media

Supervisor, Freshii
2013-November 2016

- Oversaw the launch and operation of two locations as well as the first Cafe Freshii cafe in the United States market
- Concept-to-completion marketing and design solutions for individual locations as well as the regional marketplace
- Was involved in every step of recruitment process; interviewed, trained, and worked alongside new employees
- Proactively resolved quality control issues and oversaw the franchisee's store with the fewest customer complaints

Past Clients

Northeastern Illinois University | M&P Flooring Solutions | Revive Club & Cafe | The Dapper Club