

Josh Potter: Senior Designer

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Work samples are available at:

<http://www.graphicassassin.com>

QUALIFICATIONS

- 11 Years design and advertising experience. Definitive focus on graphic, web, and user interface design.
- Creative Lead, overseeing projects from selling to inception and completion.
- Adept at multiple applications and able to take a project from inception to delivery including flash and web development.
- Team player; fostered creative growth by employing strategies with teams to meet clients' needs.
- Communicator; able to communicate to clients on technical issues in a way they can understand.
- Driven problem solver offering 360 thinking to design and technical opportunities for clients.

ACCOMPLISHMENTS IN THE LAST 2 YEARS

- Created corporate branding, package design and website for "Rub Your Meat Raw" meat rub.
[View the project at: http://www.rubyourmeatraw.com](http://www.rubyourmeatraw.com)
- Created and maintained web presence for Veach Racing and Zach Veach, the youngest Indy car driver in the U.S.
[View the project at: http://www.zachveach.com](http://www.zachveach.com)
- Designed and built user interface for online T-shirt, sticker, and banner design tool.
- Created and maintained new site for GT Glass, incorporating a content management and ecommerce system with intuitive navigation. This enabled them to update and manage their site with more efficiency.
[View the project at: http://www.gtglass.com](http://www.gtglass.com)

2008 - PRESENT

CCO/Sr. Designer
Graphic Assassin Inc.
Phoenix AZ.

- Holistic digital strategies
- Client/New business growth
- Motion design
- Cross-agency collaboration
- Brand development
- Large format high-end printing

2005 - 2008

Partner/Sr. Designer
J3 Media Inc.
Durango CO.

- Team Creative Lead
- Client/New business growth
- Brand Development
- Motion Design
- Cross-agency collaboration
- Emerging web technology strategies

2002 - 2005

**Director/
Multimedia Producer**
Brainstorm Industries
Durango CO.

- Internal Design
- Marketing
- Branding guidelines
- Project scope
- Client management

2000 - 2002

Lead Designer
Land Mark Geo
Durango CO.

- Lead Designer
- Information design
- Packaging
- POP Display
- High-end printing

EDUCATION

Visual Communications - Colorado Institute of Art, June 1998

TRAINING

Leadership La Plata - 2 year leadership training course, September 2007

This was a course on Leadership skills, we learned skills in public speaking, negotiation, mediation, and effective communication techniques as well as management, assessment, and government.