

Josh Wessolowski

graphic designer / digital media specialist

EDUCATION

UNIVERSITY OF NORTH FLORIDA, Jacksonville

BFA with a concentration in
Graphic Design & Digital Media

Fall 2020

CONTACT

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ABOUT ME

I have an immense passion and love for the arts. With my vast knowledge of Adobe Creative Suite I have successfully executed design, photography and video projects from conception to delivery. I enjoy working with diverse clientele across different industries. In addition, I have gained necessary soft skills working in the service industry.

SKILL SETS

After Effects • Illustrator • InDesign
Lightroom • Photography • Photoshop
Premiere • Protopie • XD

EXPERIENCE

Swisher Sweet Cigar Company - Multimedia Specialist (December 2020 - Present) - Contract

Developing, executing, and maintaining a large amount of email marketing campaigns. Build engaging concepts for the large umbrella of Swisher brands and agencies. Working with tight deadlines of days and sometimes hours to deliver engaging content for both web and email design, as well as photography and video production. Understanding the guidelines for 8 brands and communicating with different teams within the corporation to distribute content suitable for web and print.

Brooksource - Florida Blue - Multimedia Specialist (July 2020 - Present) - Contract

Developing and executing a broad number of projects including client and agent-facing products in the assistance of healthcare knowledge. Understanding the healthcare industry and the research required to obtain that knowledge through client-facing materials include: animated product videos, job aids, and client based training materials. Working within a smaller team and ensuring that our end product can only be achieved through a collective effort.

Folio Weekly Media House - Production Manager (May 2018 - April 2020)

Managed the production of weekly issues from start to finish at a volume of 20,000 per press run across 5 counties throughout Northeast Florida and Southeast Georgia. Collaborated with journalists in the creation of cover art. Developed illustrations, including thumbnails that were distributed to clients for approval. Created quarterly publications in smaller formats for special interests for malls, festivals, and superstores. Established a rapport with clients and utilized people skills to understand a clearer vision of their standards and practices. Maintained, stored, and distributed files through a large database server. Photographed subjects for editorial content including cover stories and internal use. Maintained web based deliverables including weekly newsletters, site maintenance, widgets and HTML code. Developed email marketing campaigns with over 30,000 subscribers. Developed animated infographics for social media and website publication.

Void Magazine - Photographer (April 2018 - July 2019)

Captured professional imagery for web and print publication. Established relationships with clientele by meeting specific requirements for edits and deliverables on strict deadlines. Having a rigorous editing process was a must, from color-correction and white balance to understanding the use of shadows and highlights with an emphasis on composition.