

JOE WEIDMAN

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Graphic Design

EXPERIENCE

Jeffree Star Cosmetics, San Francisco / Los Angeles, CA
Senior Packaging Designer
May 2021 – Present

- Concept & design high-end cosmetics, including graphics, typography, materials and finishes for both components & unit cartons.
- Create moodboards to illustrate campaign strategies.
- Manage all final design files, dielines & proofs from vendors.

Benefit Cosmetics, San Francisco, CA
Senior Graphic Designer
August 2015 – May 2021

- Developed and implemented the omnichannel graphic identity for the Gimme Minis product package (ex: free standing fixtures, travel retail and Sephora endcaps, and ZOOM vending machines).
- Managed the creative ideation, production, and development on Benefit branded assortment of GWPs including make up bags and other gift items.
- Supported all Global Education and Training objectives including global team branding, logos, and educational training tools (guideline books, interactive educational games).
- Supported all Global Public Relations influencer activities including designing product seeding sends and staging/environmentals/branding moments for global press events.

Freelance Digital Designer
February 2015 – August 2015

- Designed broad library of consumer facing assets that supported the global social media and ecommerce branding and revenue goals.
- Strategized with cross functional partners on all product launch initiatives.
- Supported global email communication strategy through design development and execution.

Fog City Pack LLC, San Francisco, CA
Creative Director
March 2015 – Present

- Created logo, brand identity & social media strategy.
- Designed event posters, marketing materials & digital assets.
- Art directed photoshoots for event promotion.

Bloomberg, L.P., New York City / San Francisco, CA
Production Designer
October 2012 – December 2014

- Assumed role as lead designer for Bloomberg Live, which produces invitation-only, in-person gatherings that combine editorial programming with peer-to-peer networking for members of the global business community.
- Created broad library of print and digital content in collaboration with the internal design agency and studio teams.
- Partnered closely with the Art and Creative directors and respective teams to design aligned brand and advertising campaigns.

EDUCATION

Drexel University
Bachelor of Science
in Graphic Design
Graduated: June 2012, Cum Laude
Cumulative GPA: 3.60
Philadelphia, PA

SKILLS

Packaging Design / Production
Brand Identity
Typography
Publication Design
Marketing Strategy
Social Media Design
Product Design
Event Design
Information Graphics
Comping Skills
Production Design
Web Design
Mobile Design
Presentation Design
Illustration

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Mac OS X
Windows

AWARDS

Creative Quarterly 30
American Gods book cover
Winner

REFERENCES

Available upon request