

JOE WEIDMAN

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Graphic Design

EXPERIENCE

Benefit Cosmetics, San Francisco, CA
Freelance Experience Designer
November 2023 – Present

- Since the launch of Benefit's new brand redesign, I have been helping the experience design team create and implement the new design language across all retail touchpoints. This includes graphics & visual merchandising for all new in-store fixtures in Benefit's boutiques as well as for third party retail partners, such as Sephora & Ulta

Senior Graphic Designer
February 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

Ulta Beauty, Chicago, IL (Remote)
Freelance Packaging / Graphic Designer
November 2022 – January 2024

- Concept & design 2023 Holiday product packaging for cosmetics & bath
- Redesign house brand makeup brushes to keep in line with Ulta brand update
- Design experiential booths & marketing materials for 2023 Beauty trade shows

Jeffree Star Cosmetics, San Francisco / Los Angeles, CA
Senior Packaging Designer
May 2021 – August 2023

- Lead the ideation and development of premium cosmetic products, overseeing the creation of visuals, typography, materials, and finishes
- Create moodboards to illustrate campaign strategies
- Manage all final design files, dielines & proofs from vendors

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

EDUCATION

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

ADDITIONAL CLIENTS

Fenty Skin
Too Faced Cosmetics
Higher Education Skincare
Bloomberg LP
SF Bay Area Queer Nightlife Fund

SKILLS

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

SOFTWARE

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

REFERENCES

Available upon request