



# Joseph Corbin

## Graphic Designer

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### PROFILE

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A dynamic graphic designer with five years of experience in designing visually compelling marketing materials. Proficient in Adobe Creative Suite, Sketch, and Figma. Recognized for collaborating with cross-functional teams to deliver designs that exceed business objectives.

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### PROFESSIONAL EXPERIENCE

#### GRAPHIC DESIGNER

BRANDMAKERS, INC., PHILADELPHIA, PA, JUNE 2021 – PRESENT

- Develop brand style guides and identity systems for an average of three to five clients per month to ensure brand consistency
- Collaborate with cross-functional teams to develop visual concepts for digital and print media
- Create wireframes, prototypes, and UI for web and mobile applications
- Manage the branding campaigns for 12 international clients, delivering all design assets on time or before deadlines
- Contributed to a 30% increase in quarterly sales after executing a rebranding project for Tech Stream, a leading tech company in the health care space

#### GRAPHIC DESIGN INTERN

CREATIVE SOLUTIONS AGENCY, PHILADELPHIA, PA, JANUARY 2019 – MAY 2021

- Created logos, branding guidelines, and marketing materials for 25 clients across different industries
  - Worked closely with content strategists and marketing teams to ensure all visual and textual elements aligned with business goals
  - Collaborated with copywriters to create compelling content for social media campaigns
  - Provided branding services to a company awarded "Most Impactful New Brand" at the 2021 Global Branding Awards
  - Increased client engagement metrics by over 40% through data-informed adjustments made with Google Analytics
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### EDUCATION

MAY 2019

#### BACHELOR OF FINE ARTS (B.F.A.) IN GRAPHIC DESIGN

University of Pennsylvania,  
Philadelphia, PA

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### KEY SKILLS

- Branding and identity
  - Graphic design
  - Print design
  - Project management
  - UX design
  - Visual communication
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### CERTIFICATIONS

Adobe Certified Professional – Adobe Illustrator, Adobe, 2019