

Professional Profile

I am an accomplished graphic and web designer with a strong background in fine arts and a wide range of technical proficiencies with the industry's leading tools. My experience stretches back to the pre-web era of digital imaging, multimedia, and animation. I have also rigorously pursued the cutting-edge technologies used in today's most innovative web sites. With an impressive body of successful implementations behind me, I am increasingly involved in managing teams of artists and programmers on large-scale projects, as well as continuing to code and design myself. Strong proficiencies include:

- Digital & Print Marketing
- Corporate/Brand Identity
- GUI Usability Expertise
- Creative Group Management
- Web Standards and Practices
- E-commerce Design
- GUI Design & Development
- Photography Background
- Client Interaction

Experience

Fender Musical Instruments Corporation, Scottsdale, AZ Manager of Creative Development

4/2003 - current

- Managing Print Department that produces the print creative for FMIC family of brands globally.
- Create illustrations, logos, multi-page catalogs and brochures for Fender guitars and other brands within Fender Corporation
- Develop in conjunction with web division to produce congruous print and digital international brand recognition
- Design graphics for licensed merchandise such as apparel, collectables and custom guitar graphical treatments
- Project manages creative work and interface with interdepartmental heads to acquire deliverables

Medfico, Tempe, AZ Senior Web/Graphic Designer

5/2002 – 3/2003

- Develop and maintain e-commerce storefronts for prescription pharmaceutical sales
- Conceptualize and produce brand identity, marketing philosophy, print and digital advertising and product packaging for sexual health product line. Managed all aspects of the project including; manufacturing logistics, creative direction, market analysis and retail sales
- Convert static web storefront to dynamically generated storefronts using HTML, ASP and SQL
- Standardize product content, product database needs, corporate identity and recommend future technologies
- Work with external and internal clients to develop customized web solutions per contract

C9 Innovations, Scottsdale, AZ Senior Web/Graphic Designer

10/2001 - 4/2002

- Oversee graphics development on all phases of client projects
- Create print and digital collateral for use across the company, including marketing materials, presentations, and corporate identity
- Develop Macromedia Flash interactive presentations for internal and client projects
- Created an in-house digital photo studio, photographed product images and prepared for use in e-commerce storefront

Vcommerce Corporation, Scottsdale, AZ
Manager, Web Development Department

9/1998 - 10/2001

- Ultimately responsible for all of the graphic user interfaces used within the company, including e-commerce portals used by web "storefront" subscribers. I also created corporate print and digital collateral, Macromedia Flash based projects and storefront promotional graphics
- Managed team of six web designers/programmers responsible for custom storefront creation and daily maintenance of internal sites and client e-commerce storefronts
- Directed and produced extranet and intranet sites, including several types of proprietary e-commerce applications
- Work with senior management and peers to determine company objectives and establish overall Internet/Intranet goals and strategies for their products/services
- Led research efforts to improve e-commerce applications by tracking demographics, analyzing web usage statistics, and following emerging technologies
- Utilized proprietary technology controlling store building, administration and the shopping experience. Work ranged from creating graphics to content/code updating across the network of stores
- Managed the GUI integration for many large e-commerce clients, including Cox Communications, 20th Century Fox, IWon.com, Half.com, Babycenter, FEMA, wbur.org

Frontier GlobalCenter, Phoenix, AZ
Lead Artist

7/1997 - 8/1998

- Complete site design from sketching, conceptualization, image creation, HTML construction, implementation of JavaScript, Macromedia Flash, animations, audio, video and interactive media
- Client contact and interaction from initial meetings to project completion
- Additional responsibilities as an Information Architect organizing the navigational structure of content for sites
- Worked heavily with pre-sales department to develop scope of project and produce prototypes to assist in closing sales
- Partial client list: Harlem Globetrotters, House Of Imports Mercedes Benz, Gene Evans Ford, Majerles Sports Grill, Free Arts of Arizona, The Junior League of Phoenix

Joel Meine Design, Phoenix, AZ
Freelance Consulting, Graphics & Web Development

8/1994 - Present

- Freelance graphic design, print and digital communications, corporate identity and collateral, game development and GUI usability analysis
- Manage all aspects of client projects including; pre-sales, proposal development, project management, all creative applications from prototyping to final production graphics, HTML development and post project maintenance
- Web site and logo style guide development and Macromedia Flash based web sites and presentations
- Large scale photo restoration projects
- Partial client list: Intel Corporation, Dice.com, Raptor Robotics, Arizona Hi-Fi, Halo Precision Piercing, Santas Secret, Cyberdyne Interactive

Kits Cameras, Phoenix, AZ
Digital Imaging Department Specialist

8/1991 - 1/1997

- Developed specialized sales for digital imaging computer workstations for Video, Photo and Audio editing
- Worked heavily with professional 35 MM and medium format camera equipment, studio lighting digital video cameras and editing equipment
- Provide product instruction technical information for digital imaging equipment including, digital cameras, scanners and printing devices

Skills & Programs

- Adobe Photoshop
- Macromedia Flash
- Discreet 3ds max
- Microsoft Office Suite
- Digital & Film Photography
- Animation
- Videography
- Adobe Illustrator
- Quark Express
- Macromedia Homesite
- Adobe Premiere
- HTML Hand Coding
- CSS
- Video Editing & compression
- Adobe InDesign
- Adobe Acrobat
- Macromedia Dreamweaver
- Photo Compositing
- ActionScript
- Audio Editing & Compression
- Sound Forge

Education

Glendale Community College, Glendale AZ
Computer Design and Advertising Graphics AAS, May 1994
Emphasis: New Media/Computer Graphics /Animation

Portfolio & References

An online portfolio of work is available at <http://www.joelmeine.com>. A print portfolio can also be provided during interviews. References available upon request.