

Joshua McKnight

10+ years' experience delivering results for national and regional brands — from digital design, development and implementation to videography, photography, branding, product design and direct response. Passionate creator of innovative, award-winning designs. Accustomed to exceeding client expectations in a deadline-driven, agency environment.

CONTACT



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WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

2013 - present

DRUM Agency

Client facing project oversight and artistic direction for a full-service advertising agency. Led multi-channel creative initiatives such as award-winning website design and implementations, direct mail and digital marketing campaigns, banner creation, UX wireframing/site auditing, videography, and photo shoots. Adept at managing people and resources or working independently.

CREATIVE DIRECTOR

2009 - 2013

Cartera Commerce, Inc.

Created loyalty reward shopping programs for leading companies and their credit card-based customers. Led all web-based design and UX for client branded online shopping portals, email marketing communications and digital campaigns for brands such as Delta, Southwest, Citi Financial, Suntrust, and Barclays. Managed a team of designers based locally and remotely across the U.S. Oversaw all creative direction for internal and client facing projects.

GRAPHIC & WEB DESIGNER

2008 - 2009

All Response Media

Worked hands-on with creative director to develop dynamic web and graphic designs. Designed and coded promotional, trigger and nurturing emails—from holiday e-cards to promotional offers. Created logos for company rebranding.

FREELANCE CREATIVE

2004 - Present

Self Employed

Photography, videography, branding, editing and retouching. App, website and email design. Let's collaborate.

EDUCATION

WEB DESIGN & INTERACTIVE MEDIAS

2005 - 2009

The Art Institute of Atlanta

Best Portfolio Award - Web Design and Interactive Media Bachelors in Arts Program
STARS 2009: Gold Award in Web Design and Interactive Media for portfolio site

PROFICIENCIES

 Website Design

 UX Wireframe

 Photography

 Mail Design

 Video Production

 Creative Direction

 Email Design

 Mind Reading