

Joshua Appelbaum

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SKILLS

Hard Skills: B2B Marketing, Brand Standards, Design for Global Audiences, Email Deliverability, Events, Experience Design, Graphic Design, Internal Communications, Motion Graphics, Newsletters, Presentations, Project Management, Responsive Design, Search Engine Optimization, Signage, User Experience, Visual Arts, Visual Design

Soft Skills: Aesthetics, Attention to Detail, Collaboration, Communication Skills, Enthusiasm to Learn, Eye for Design, Forward Thinking, Meets Deadlines, Organization Skills, Passionate

Technology: Adobe After Effects, Adobe Experience Manager, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Suite, Content Management Systems

Graphic Designer, Art Director, and all around People Person!

WORK EXPERIENCE

AppleBomb Design • Columbus, Ohio, USA • 05/2023 – Present
Freelance Graphic Designer

- Developed and implemented creative visual solutions for clients such as HighCom Armor, Over the Edge Design, and Midwest Photo, meeting client needs and objectives for creative marketing campaigns and general design briefs.
- Used my curiosity and mastery of design principles to develop and execute 50+ projects for HighCom Armor (I'd only seen tactical armor on TV, but as an expert in design I wasn't afraid to ask questions and ultimately delivered my projects on-time and on-brand).
- Present multiple, accessible design options ranging from print and digital materials to logos, brochures, websites, email newsletters, and advertisements.

Sbarro, LLC • Columbus, Ohio, USA • 03/2022 – 05/2023
Senior Graphic Designer • Full-time

- Collaborated with cross-functional departments to deliver calculated and researched designs reaching a global audience of 5 million potential customers.
- Produced end-to-end integrated campaigns focused on product visibility by sourcing, photographing, retouching, and publishing social media content, resulting in 20% increased sales.

Midwest Photo • Columbus, Ohio, USA • 06/2016 – 03/2022
Senior Graphic Designer • Full-time

- Produced engaging designs for web pages, presentations, and marketing materials, resulting in visibility and engagement to a global audience of over 250,000 people.

- Utilized fundamental design principles, including layout and visual hierarchy to market ~36 new product announcements annually.
- Managed, coached, and provided feedback to a diverse team of 5 web developers to achieve 100% of their goals and KPIs.

Jerusalem U • Jerusalem, Israel • 05/2015 - 06/2016

Graphic Designer • Full-time

- Revamped marketing materials, leading to a 25% boost in customer engagement and brand visibility.

Rex Three, Inc. / Topps Trading Cards • New York, NY • 04/2013 - 09/2014

Graphic Designer • Full-time

- Designed and prepared for production, trading cards in excess of 250,000 units shipped globally for NFL, MLB, UFC, MLS, Star Wars, Garbage Pail Kids, and Wacky Packages.

The New York Times • New York, NY • 05/2011 - 12/2012

Ad Trafficker • Full-time

- Targeted and refined advertisement delivery to ~10 million daily users based on attributes such as user location, subscriber status, and time of day, by analyzing and comparing ad performance based on impressions, clicks, and click-through rate.

EDUCATION

Bachelor Of Arts B.A. Graphic Design

Pratt Institute • Brooklyn, NY, USA

VOLUNTEERING & LEADERSHIP

Big Brothers Big Sisters • 01/2024 - Present

Big Brother • Columbus, Ohio

- Mentor and empower underserved young people in Columbus, Ohio.

Likoni Community Football League • 09/2011 - 11/2011

Volunteer • Mombasa, Kenya

- Mobilized, inspired, and connected with local children to build and strengthen the community through soccer.