

Joe Koenig

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[LinkedIn](#)

SUMMARY: Joe is a Senior Graphic & Visual Designer with a Bachelor's in Graphic Design and over fifteen years of translating brand and product ideas into successful print and web designs. His strongest skill sets include:

- Designing branding and identity packages, as well as full suites of print and digital assets for top tier firms and products
- Conceptualizing, prototyping, and sharing designs with an empathetic understanding of the user journey and client goals
- Tracking complex timelines and deliverables, communicating progress, and cultivating trust-based relationships

EXPERIENCE

Konig Media— 2005 - Present

Visual & Graphic Designer, Owner

- Designs digital and print assets and develops branding identity for midmarket and industry leading firms, driving sales and market share
- Creates engaging social media, marketing, and outreach assets, by
 - Developing sales pieces such as business cards, one-pagers, infographics, catalogs, brochures, and presentations
 - Driving revenue for one of Florida's largest breweries by redesigning and launching a new, interactive website
 - Creating compelling outreach materials such as digital illustrations, social content, and marketing campaign materials
 - Collaborating with leadership to maintain strict brand alignment
 - Crafting and redesigning merchandise that consistently boosts sales, even helping a few clients bring revenue "to a new level"
- Building corporate and product brands, redesigning logos, and developing visual identity guidelines with the following successes:
 - Leading the full-cycle rebranding (or initial branding) process, defining a visual identity aligned with strategic goals
 - Designing comprehensive, multi-channel brand guidelines that are easy to implement and tailored to client's needs
 - Crafting product packaging and labeling that reflects the product's key assets and resonates with target audiences
 - Prototyping packaging designs and mocking up product features to facilitate conversations of user experience and interaction
- Manages 5-10 simultaneous projects, ranging in length from 2-4 weeks to up to six months, maintaining strict timelines and budgets
- Integrates seamlessly with marketing and product teams at international corporations like Taco Bell and IHOP, as well as local and midmarket firms
- Donates logo and apparel design time for community events aimed at supporting the mental and social health of veterans and first responders

Cal Poly State University— Sep 2010 - Dec 2010

Web Design Professor

- Built and delivered a 10-week web design course, teaching technical and theoretical fundamentals to aspiring developers and creatives
- Organized and evaluated 10 hands-on projects in CSS and XHTML and mentored students on practice and technique

Poorboy USA— 2003 - 2005

Art Director

- Highly involved in product design, also led comprehensive artistic direction and visual design, managing a small team of designers and developers
- Developed magazine marketing campaigns, trade show booths and materials, and website layouts

EDUCATION

Cal Poly State University
BA, Graphic Design
Graduated: 2001

SKILLS

Design

Logo & Identity Design
Photoshop Compositing
UX/UI Design
Graphic Design/Layout
Packaging Design
Typography
Illustration
Photography
Photo Retouching
Apparel Design

Branding & Marketing

Advertising Campaigns
Social Media Content
Product Development
Corporate Rebranding
Product Packaging

Project Management

Identifying Goals
Tracking KPIs
Managing Milestones
Reporting Progress
Budgeting

Technical

Adobe Creative Suite
Microsoft Suite
HTML/CSS
PHP/JavaScript
Wordpress