

**Joseph Becker** | Joseph-Becker.com | Josephbeckerdesign@gmail.com  
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## Experience

### **Betty Buzz — Graphic Designer**

March 2022 - Present | Greater NY

Collaborate with marketing to design point of sales mechanics, create advertising branded signage, product books, digital presentations, and other promotional materials in expanding brand awareness and sales.

### **1940's Brewing Company — Graphic Designer**

May 2018 - Present | Holbrook, NY

Partner with marketing & product development to create seasonal marketing strategies and content that continuously evolves the visual identity and craft beer business. Oversee brand and product story-telling, lead ideation and execution of brand experience.

### **BuzzFeed — Graphic Designer**

Aug 2018 - July 2019 | Los Angeles, CA

Conceptualized and executed O-O-H graphics for multiple media content brand initiatives. Created digital and print invitations, dinner menus, and other promotional goods for theme specific events.

### **Warner Media - Warner Bros. Consumer Products — Graphic Designer**

May 2018 - Aug 2018 | Burbank, CA

Generated key art for style guides and digital content from archived character sketches into future applications of consumer products.

### **Union Beer Distributors — Graphic Designer**

Feb 2017 - Mar 2018 | Brooklyn, NY

Created a variety of advertising and campaign material for commercial and craft beverages. Collaborated with breweries, merchandisers, and restaurants in constructing menus, posters, table tents, flyers, and banners.

### **Twitter — Graphic Designer**

May 2016 - Aug 2016 | New York, NY

Composed print and digital marketing material for company sponsored events.

### **SpotCo — Graphic Designer**

Jun 2016 - Jul 2016 | New York, NY

Strategized concepts, generated key artwork from logo marks to layouts for Broadway shows. Collaborated with art directors and design teams on marketing and advertising campaigns.

### **C-Life, LTD — Graphic Apparel Designer**

Sep 2012 - Sep 2015 | New York, NY

Created official licensed artwork and original graphics for a variety of major retail stores. Developed seasonal capsule collections, engineered artwork through final stages of production. Maintained asset libraries, provided copywriting, and trend forecasting.

### **MerchDirect — Graphic Apparel Designer**

Nov 2009 - Sep 2011 | Bayshore, NY

Composed official licensed artwork for music and entertainment media clientele. Provided product photography, updated online stores with new merchandise, and integrated promotional sale graphics.

## Skill

Layout Composition · Creative Strategy  
Typography · illustration · Key Art

## Education

Fashion Institute of Technology  
BFA, Graphic Design, 2004 - 2008