



Creative Professional

Experienced innovator focused on moving a high-tech company forward while developing new industry trends in a fast paced environment. Establishes new concepts, methods and creative solutions for large and small applications. Extensive leadership & training experience in a high-end retail, research & development company.

Key Experience

Creative Development	Materials Expert	Graphic Design	Marketing Specialist
Sourcing Specialist	Fulfillment/E-commerce	Branding Consultant	Offshore Support

Experience:

3/2018 - Current X-Treme Apparel, Inc. - Phoenix, AZ

Executive Account Manager - Embroidery Manager - Development

- Managing embroidery department including digitizing, sourcing, organize laser cuts & machine parts management.
- Create daily graphic designs for major retail programs including, NASA, Fanatics, Marshall Retail & Nintendo.
- Marketing - maintained our CMS software to categorize customers & email blast to their specific needs.
- Vendor procurement for off-shore sourcing of specialty materials, emblems and patch programs.
- Sales manager - retail focused accounts, sales rep. management, season projections, and corporate branding.
- Lead engineering/design webmaster for online solutions of corporate connections www.x-tremeapparel.com

Selected Achievement: Challenge: NASA Official Gear - looking to expand revenue. Proposed adding an online web-store to lengthen marketing reach. Requirements would include a system of decoration, inventory, e-commerce, fulfillment, and shipping. **Solution:** Inventory & assign SKU numbers for all products available and schedule internal production. Contracted programmers to connect the API development integration with our shipping system. This allowed direct access to orders ready to ship as well as focus on back orders and low stock warnings. **Result:** Quarterly revenue increased 26% before COVID-19. Currently the web-store is the only form of revenue due to the closure of the Ames Research Center campus location.

5/2012 - 3/2018 Fabtex Graphics, Inc. - Phoenix, AZ

Creative Director & Operations Director

- Maintain daily organization for design, digitizing, screen print, laser and sewing departments.
- Provide lead role in management of material sourcing, trims and decoration trends.
- Administer project analysis including time and material budgets.
- Train all teams for efficiency and adapt challenges into daily schedules.
- Designed, maintained, and published website www.fabtexgraphics.com

Selected Achievement: Challenge: Previous order system was executed with paper, emails and printed memos which would often get lost during production. Physical orders would often get separated from an order which required multiple department attention. The production team would spend excessive time deciphering the information and would report conflicting parameters between the various sources of intel. **Solution:** To develop a web-based software platform which allowed orders to be organized and viewed by all departments. This included a view to provide transparency from a dashboard POV as well as detailed order view. **Result:** Production efficiency has increased resulting in less meetings. This increase in accuracy of communication streamlined the entire system.

1/2011 - 5/2012 SansEgal Sportswear LLC. - Sandy, UT

Executive Account Manager - Creative Art Director - Director of Research & Development

- Developed new techniques for screen print & embroidery.
- Provided hands-on artwork support for graphic design team.
- Managed price negotiations with vendors. In addition, maintained relationships for suppliers and outsource agents.
- Established & maintained corporate account relationships.
- Projected price-point in targeted demographic for design strategies.
- Organized trade shows and client relations for seasonal programs.
- Managed 18 sales representatives across the US & Canada.

Selected Achievement: Challenge: In a laser-bridge environment, company was using foil to resist laser burning of appliqué fabric as applied to garment. The foil became rigid in the garment. **Solution:** Apply a polyvinyl alcohol product previously developed with A&F. The PVA was used to resist the laser and designed as water soluble. **Result:** Production increased as production workers focused on sewing and trimming (quality). The remaining material washed away via industrial wash facility which I custom designed with the help of Pellerin Milnor Inc.

3/2003 - 1/2009 Abercrombie & Fitch - Columbus, OH

Director of R&D - Embroidery Digitizing Manager/Sourcing Specialist

- Coordinate and design daily work flow for digitizing, screen print, and wash team.
- Provide factory support domestically and internationally including global travel.
- Manage and procure specialty materials including thread, consumables and fabric for garment decoration.
- Artwork support for graphic design teams including off shore solutions for file translation compatibility.
- Color separations for printing small/large format screen printing.
- Design & standardize tech packs for off shore production including trims and visual mock ups.
- Extensive experience operating embroidery machines and screen-print presses, sewing machines and surgers.
- Strong experience in research & development process including denim washing, vintage spray and heritage techniques.
- Effective knowledge of global price negotiations with major retail factories.

Selected Achievement: Challenge: Company reported lack of fresh techniques for industry setting trends. Factories limited to time spent developing new techniques. **Solution:** Led/Trained internal team and developed a process to provide a mixed media pallet of new technique options. **Result:** Company was provided 2 techniques approved by in house production department per month. Factories were provided instruction sheets created by our team to help implement global production support. Every seasonal kick-off meeting contained a new concept/idea to present and continued with future developments.

3/1995 - 3/2003 Driscoll's Sports/MAD Graphix - El Centro, CA

Senior Graphic Designer - Embroidery Digitizer

- Daily Graphic design duties for 4 manual and 1 automatic press size shop.
- Color separations for printing small/large format screen printing.
- Create, prepare graphic tech-packs for sign-age and promotional items.
- Specialize in vector graphics and vinyl cutting technology.
- Digitize logo for embroidery and applique stitch files.
- I.T. support & networking for Retail Pro POS systems.

Selected Achievement: Challenge: Clients' indecisiveness drove efficiencies down. There was a need for a proofing system to help keep projects organized. **Solution:** Created an artwork proofing protocol via MS Access database which detailed key elements/points of the project. The outline allowed a team of sales reps to understand the project parameters without formally meeting with the client. **Result:** The system promoted accurate transparency across the production process with increased client satisfaction and decreased garment error and loss.

Testimonials

"Joseph was always great to work with! He has a diverse set of skill sets and is an excellent creative problem solver. When I'd work with him, he'd always figure out a way to take our work to the next level. If you need someone who is very technical, but is able to think outside of the box, Joseph is the guy!" Director Women's Graphics – Abercrombie & Fitch

"Joe is the epitome of a hardworking and talented individual! Not only is he goal and detail oriented, but he is a great multi tasker and is extremely knowledgeable in the world of digitizing, embroidery, design, and product development. Joe lead a talented group of digitizers and was always the first to take on new challenges and specialized projects. We miss him!" Lead Marketing Technician – Abercrombie & Fitch

"Joe has added significant depth to the staff of Fabtex Graphics. He has restructured and reorganized our production staff, has markedly improved our efficiency, and his extensive experience has broadened our capabilities. In addition, Joe is a great colleague. Mature, amiable, and efficient, his talents are greatly appreciated. CFO – Fabtex Graphics

Education & Honors

12/2004 The Art Institute - Pittsburgh, PA
Bachelors of Science in Graphic Design

6/2011 The Art Institute Online
Honorary Masters of Fine Art