

# JOSEPH WHITTINGTON

Graphic Designer/  
Interactive Developer

## CONTACT

whittington.joseph@gmail.com  
715.340.0358  
josephwhittington.com

## EDUCATION

### St. Norbert College, De Pere, WI

2004 - 2008

Bachelor of Arts  
Graphic Design Major  
Business Administration Minor  
Graduation Honors - Cum  
Laude  
Dean's List, St. Norbert College

2007

Studied abroad at the  
Florence University of the Arts

## EXPERIENCE

JAN 2015 - JAN 2019

### Graphic Designer, Pepper Group, Palatine, IL

JAN 2019 - PRESENT

### Graphic Designer/Interactive Developer, Pepper Group, Palatine, IL

- Led the development of the new look and feel for Best Home Healthcare Network and received the Health & Wellness Design Award from Graphic Design USA for the work I completed.
- Design, develop and implement brands for multiple clients across a variety of mediums including websites and print publications for econptw.com, bhhcare.com and arepa.com.
- Layout brochures and direct mail pieces using existing brand guidelines for clients including 3M and Follett.
- Assist with the art direction of photo and video shoots for clients including Omron, Griffith Laboratories, TmaxSoft and True Partners.

MAY 2008 - PRESENT

### Graphic Designer/Marketer/Photographer, Whittington Creative Group, LLC

- Assisted BConnected, LLC with marketing projects for their clients.
- Worked with Image Studios Inc. as a photo retoucher and photographer on projects for Kohler Co., Pierce Manufacturing and Oshkosh Truck.
- Developed a logo for the Friends of the Appleton Fire Department Foundation.

FEB 2011 - OCT 2014

### Graphic Designer, National Association of Tax Professionals, Appleton, WI

- Led the development of a new marketing plan & branding look for the NATP Tax Store in 2013, resulting in a 30% increase in sales.
- Assisted with refocusing and updating the NATP brand, which resulted in 3,000+ new members.
- Managed the branding of items from web graphics to direct mailers and publications.
- Created various direct mail pieces to promote membership and education.

JUN 2009 - JAN 2011

### Advertising Designer, JCP Group/Journal Communications, Waupaca, WI

- Created advertisements for print, newspapers and magazines.
- Worked closely with the sales team as well as clients to create layouts for various publications.

## SKILLS

InDesign, Illustrator, Photoshop, CSS, HTML, Microsoft Office, Wordpress, Dreamweaver, After Effects, Drupal, jQuery, Flash, Bridge, Premiere, Aperture, Final Cut Pro, Adobe Creative Cloud, Proficient in both Windows and Apple Systems.

## HONORS & ACTIVITIES

Wisconsin North East Chapter Event Committee Member of AIGA

Marketing Committee Member for Pulse, The Young Professionals Network in Appleton, WI

2017

Graphic Design USA - Health+Wellness Design Award for Best Home Healthcare Network

2007

Received 2nd place in the Annual Student Juried Show

2004

Co-founder of Film Club, St. Norbert College

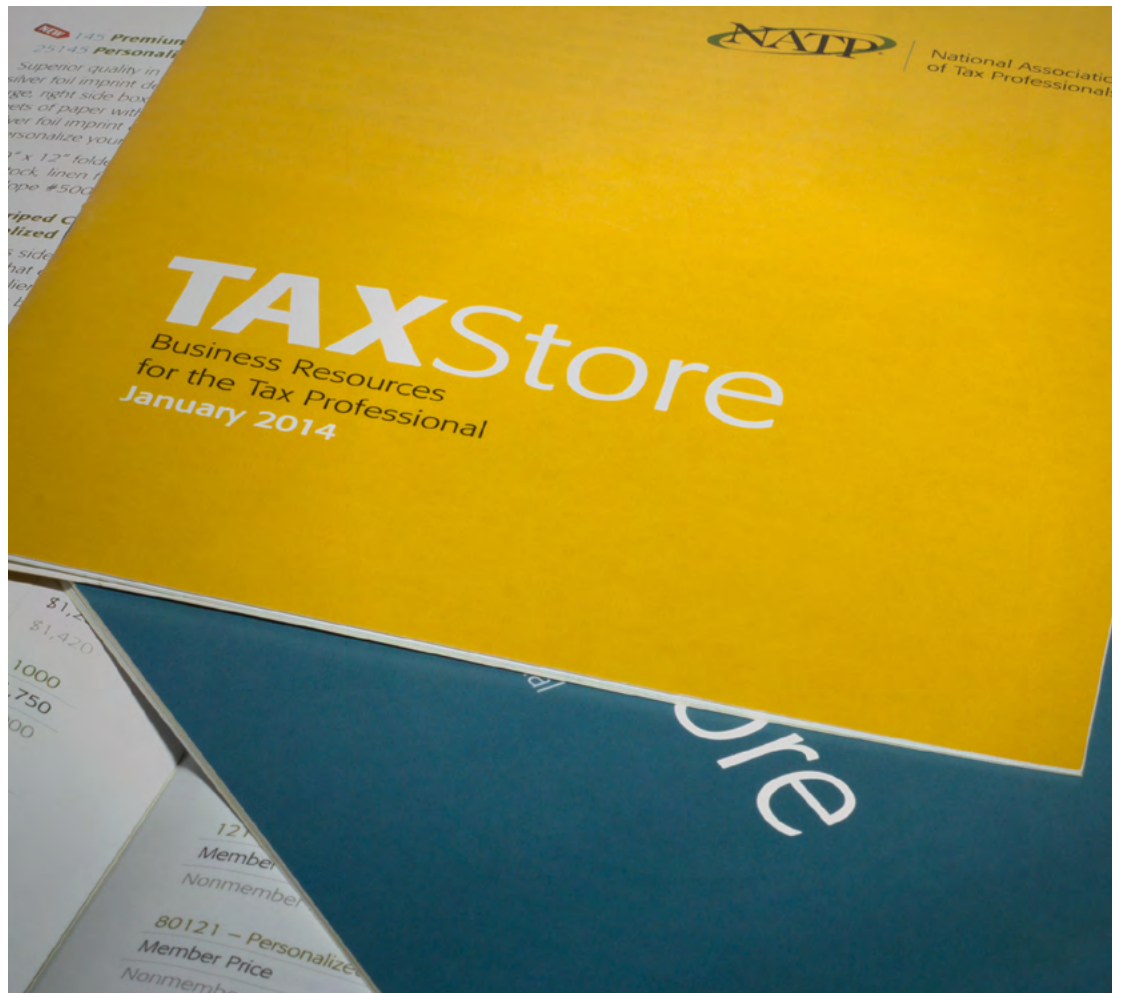
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NATP is an association that represents and supports tax professionals. One of the main objectives of the tax association is educating their members on the ever-changing tax laws through books they sold. NATP also needs to offer support for tax preparers' daily needs since many are sole proprietors and don't have access to large corporate resources. The TAXStore was the answer for both. When I started, NATP only had a catalog that members received twice a year. Using the same budget, I had to expand the reach of those two catalogs by effectively creating a unique sub-brand called the TAXStore. I worked with the marketing team over the course of two years refining the timing of smaller, more focused catalogs, as well as introducing other print and digital material that expanded the reach of the TAXStore to NATP members and non-members. The results were year-to-year double digit percentage growth.



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EconPTW is a company set up for government contractors to assist with pricing their bids. Traditionally, a price to win (PTW) estimate is expensive and time consuming. EconPTW provides highly accurate PTW estimates instantly.

I developed the brand based around that simple idea. I developed the logo, branded and programmed the website as well as provided UX design for the actual application. View the website at [econptw.com](http://econptw.com).



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Transilwrap (now Transcendia) is a leader in custom engineered high-quality plastic film. They needed a way to show clients how their new POP plastic sheets could be printed on both sides with the same quality, a feature not offered by their competitors. I came up with the idea of creating an interactive sell sheet that could be taken apart and simply constructed into a piece that displayed the front of the sheet next to the back of the sheet. It also doubled as an interesting takeaway for trade shows, or a standing item the sales team could leave behind with prospects.



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Best Home Healthcare Network is an in-home healthcare provider. They needed a total brand refresh, something to set them apart from their competitors. Their business can get complicated when talking about all the services they provide. We started small with a brochure where we introduced specific icon elements to reference various services they provide. We also simplified the copy so healthcare providers and patients can better understand it quickly. The final stage of the project was their website, to see the finished project please visit [bhhcare.com](http://bhhcare.com).



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blueStone is an IT staffing firm that does contract staffing as well as direct hire recruiting. They needed a brochure to display both of these areas in the same piece. I wanted to separate the two areas right from the start. I decided to make the piece a small brochure that had two covers with one being upside down while you read the other. This continued on the inside, when you opened to the center spread, one side could be read and the other was upside down. Everything was brought together in the center foldout section of the piece where there was a large infographic displaying half the elements one way, and the other half the other way.

