



# JOEL

FAO

[FAO]  
[JOB]  
[LOC]

YOU!  
BRAND + DESIGN  
NASHVILLE/REMOTE

[TEL]  
[WEB]  
[IG]

+1.701.426.5965  
JOELPORTERDESIGN.COM  
@JOELPORTERMUSIC

I AM A BRAND STRATEGIST • I AM A DESIGNER • I AM A MUSICIAN • I AM A SNOWBOARDER + BIKER • I AM AN ARTIST • I AM AN ENNEAGRAM 4 • I AM AN ADRENALINE JUNKIE • I LOVE A GOOD HAT • I AM A HUSBAND • I HAVE A HUSKY NAMED MOOSE • AND I'D LOVE TO WORK WITH YOU.

## RESUME

# PORTER

I AM A BRAND STRATEGIST, GRAPHIC DESIGNER, AND INTENTIONAL CREATIVE FROM NASHVILLE WHO LIKES TO WORK ON MEANINGFUL PROJECTS AND HELP PEOPLE IN THEIR PURSUIT TO FIND AND TELL THEIR BEST STORIES.

IF YOU'D LIKE TO SEE SOME OF MY WORK, LOOK [HERE](#).

### [REFERENCES]

Jonathan Frazier  
Creative Director at Well Done Marketing  
jonathanfrazier@me.com

Lee Steffen  
Colleague, Founder of Steffen Studio  
lee@steffenstudio.com

### [SKILLS]

Art Direction  
Brand Strategy & Identity  
Graphic Design  
Typography  
Logo Design  
Front-end Web Design  
Apparel Design  
Presentation Design  
Storyboarding

### [EDUCATION]

University of Mary 09-12  
Bismarck, ND  
B.A. Mass Comm.  
Minor in Spanish  
Cum Laude  
Presidential Leadership  
Award Winner 2011

### [SOFTWARE]

Adobe Photoshop 5/5  
Adobe Indesign 4/5  
Adobe Illustrator 5/5  
Squarespace 4/5  
Pro Create 4/5  
Figma & Sketch 4/5

SOUNDSTRIPE  
[ART PRODUCTION MANAGER]  
[GRAPHIC DESIGNER]

MARCH 2018  
/ MAY 2022

Named one of the Top 5 Fastest-Growing Private Media Companies in the U.S. (Inc. 5000 list in 2020) and named The Tennessean's #1 Top Workplace in 2019 for small businesses. Soundstripe is a venture-backed SaaS media service for filmmakers and creators who need access to high-quality royalty free music, SFX, and stock video. As an early company hire, I was a key-cog of an award-winning, in-house creative team responsible for the visual brand and consumer-facing identity of the organization. My work at the company included: brand design, campaign design, musician & artist branding, album artwork creation, visual asset creation for organic and paid social, digital marketing, email and web design, and integrated digital and 'phygital' campaigns.

### AWARDS

- Winner of 8 Nashville ADDYs & 1 District 7 ADDY  
- Winner of 2 Anthem Awards

JOEL PORTER DES-EYE-GN  
[BRAND STRATEGIST + DESIGNER]

DECEMBER 2012  
/ PRESENT

For over 10 years, I've worked on retainer or as a freelancer for brands, non-profits, and individuals while fulfilling the role of creative director, art director, brand strategist, and designer. Much of my focus with this work has been on brand strategy and digital design, but also includes visual identity creation, web design, apparel design & production, album artwork & production, social media, product design, and storyboarding for video content.

Previous clients include: Soundstripe, Amazing Nation, Well Done Marketing, Let's Give a Damn, Miles for Mary, The Creative Gate, Julian R. Vaca (Author), Weisbeck Consulting, Black Label Content, Justin Fatica, Soul Haven Studio, Hard as Nails Ministry, Kyle Reynolds, Piedmonte & Co., You're Amazing Fitness, Worldwide Entertainment, Bidpal, Memory Fireworks, Big Daddy Weave, Greg Nelson Inc., Adam Again, White Lace Bridal

SAVVY SK8 & SNO  
[SALES + OPERATIONS]

AUGUST 2009  
/ MAY 2015

Savvy Skate & Snow is a skate, snowboard, and apparel shop in Bismarck, ND. Working at local shop taught me small business operations, and showed me the power of connection that happens when a group of people share a similar interest. It's a feeling and an awareness I've tried to chase and recreate my entire professional life.

My responsibilities at Savvy's included: business ops, merchandise maintenance & repair, sales, and customer service. I also participated in continued education opportunities and workshops with brand representatives from Burton, Rome, Jones, Picture, Nike SB, Union, Holden, Lib Tech, and Vans.