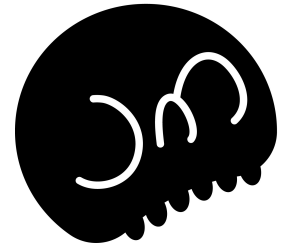


Joshua Moorhead

Design & Creative



Drexel University - BS in Digital Media, Class of 2003

Full Sail University - MFA in Media Design, Class of 2011

Web Developer & Content Strategist • William Penn School District (July 2021 - Present)

Creative Direction • Social Media Management • Process Development

Bringing design consistency to a fragmented environment, I quickly established a consistent look across all school district media. Building on that stronger new foundation, I increased social media engagement on all platforms, implemented website analytics to track user engagement, and worked with agency support to rebuild the District's web presence to mobile-first standards.

Graphic Designer • Produce Marketing Association (September 2016 - July 2020)

Art Direction • Brand Strategy & Development • Tradeshow Graphics

I guided the brand's visual representation and strategy in all initiatives, both global and domestic. From developing logo concepts for new services, to designing large-scale international trade show exhibitions, I managed implementing the brand consistently online and in-person to drive member engagement.

Freelance Art Director • Sterilox (December 2013 - September 2016)

Visual Brand Management • Printed Design • Large Format Graphics

Collaborating directly with the Vice President of Sales and Marketing, I redefined the visual language for the company's line of products and services. Using the existing Sterilox identity, all print collateral, tradeshow booths, and digital graphics were updated to truly reflect the core values of the brand.

Designer • Freelance (2008 - Present)

Creative Direction • Art Direction • Multimedia Brand Deployment • Visual Identity Development

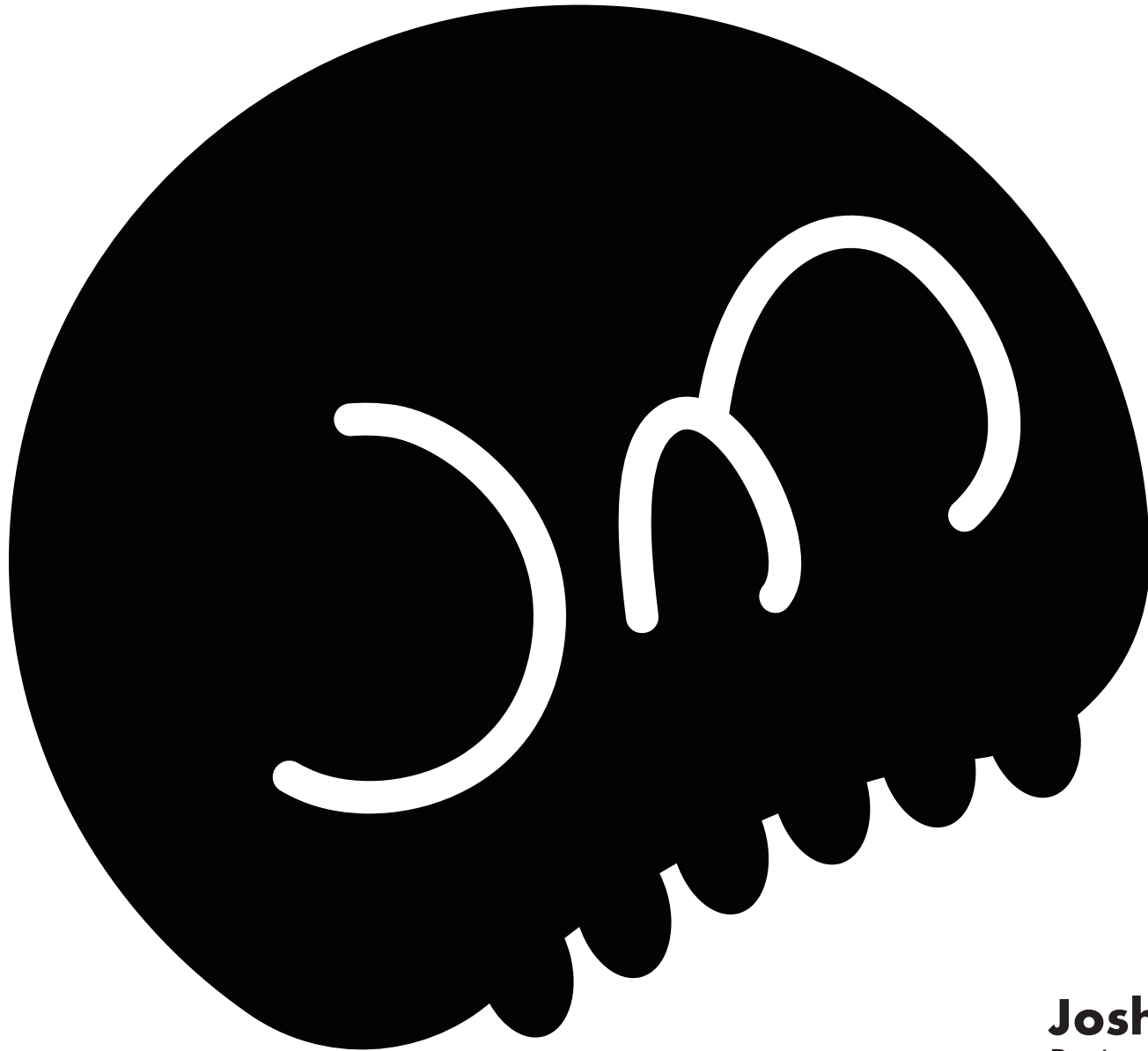
I work collaboratively with small businesses and start-ups across the United States to translate entrepreneurial concepts into a broad range of creative marketing solutions, including visual identity, web, email, social, and print.

Interactive Designer • Medialets (August 2011 - May 2013)

Advertising • Brand Extension • User Experience & User Interface Design

Worked closely with the Creative Director to develop pitch-to-launch display media concepts for some of the world's top brands, including Volkswagen, Disney, Tyson Foods, Nokia, Xbox, Waldorf-Astoria, and Toyota. Responsible for maintaining and elevating each brand's visual identity while delivering creative executions for the growing platform of mobile advertising.

joshuaj.moorhead@gmail.com • (856) 426-9534



Joshua Moorhead
Design & Creative

I often try to follow a “keep quiet and let the work speak for itself” mindset, but I guess a portfolio demands a little more self reflection than that, right?

I like big ideas and bold concepts, but those types of things only work with consideration and empathy toward the audience. Whether creating a new brand identity, helping someone take a new direction with the one they have, or expanding that identity into multimedia, I approach everything I do with research and forward thinking. I like to try something new, and I always do my best to learn about where things have come from to get them where they need to go next.

Local or national, start-up or established brand, I believe every project can be a success when you connect the idea to the audience.



Print

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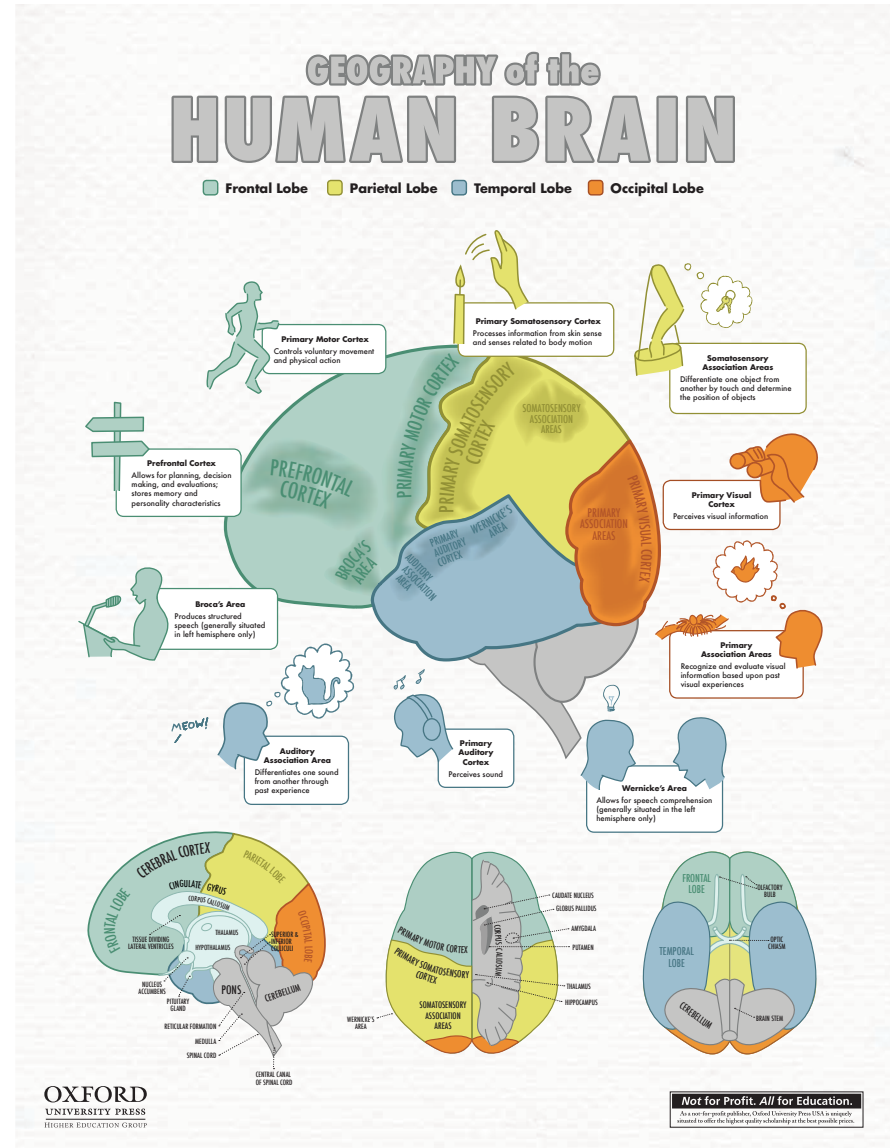
Illustration



Princeton University



PMA Foodservice Conference



Oxford University Press

Lettering



PMA Hand Picked Newsletter



Center for Growing Talent - Women's Fresh Perspectives



PMA Leadership Dinner at Fresh Summit



Cigna Health

Identity



Princeton Mathematics

The Princeton University Mathematics department boasts the best graduate program in the country, and the 3rd ranked in the world.* But it was lacking an identity. This concept was born out of the mathematical equation “ $P(x)$ ” which, simply put, means “the possibility of x .” Using their custom typeface Princeton Monticello, the identity was designed to inspire confidence in Princeton’s prominence in the field, while also conveying the awe-inspiring reach of math’s applications.

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Camp Tuscaloosa

Founded nearly 70 years ago, Camp Tuscaloosa is a local institution in the South Jersey region with incredible brand equity. In response to a need for modern appeal and growth, a new brand identity was crafted mixing visual nostalgia with modern marketing techniques. In addition to a new website and logo inspired by outdoor activities and vintage scout badges, social media campaigns were launched to encourage campers of past and present to share their favorite memories of their days at Camp Tuscaloosa.



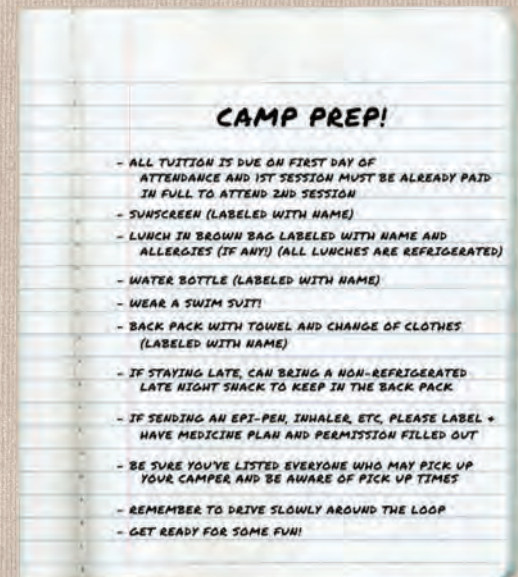
Brand Identity



Logo Alternate/Supporting Graphics



Digital/Social



Sterilox

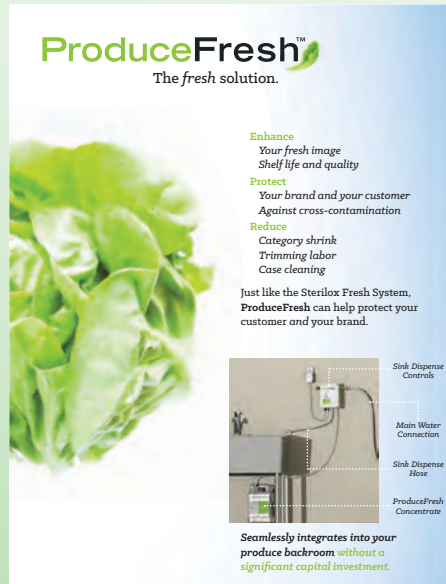
In 2013, Sterilox was rebuilding its marketing department, and looking to define its image in the food safety industry. Beginning with the corporate visual identity and a style guide that contained little more than Pantone swatches, the look of the brand had to be completely reconstructed. Evoking the freshness their products provide, I designed an array of materials for use at tradeshow, sales meetings, and any situation where Sterilox Fresh would need to demonstrate the quality and reliability of their solutions.



Digital



Mailers



Sell Sheets



Tradeshow Banners



Utility Works

The Lansdowne Economic Development Corporation (LEDC) was looking to brand a new space opening in the community to be used by artists and makers. Adjacent to the bustling art communities in West Philadelphia, and housed in a former local office for PECO, themes of creativity and energy gave birth to the identity for Utility Works. Strong, lively, industrial inspired. Pulling process CMYK tones in as the brand colors, the bright hues represent the vibrant components of creativity.



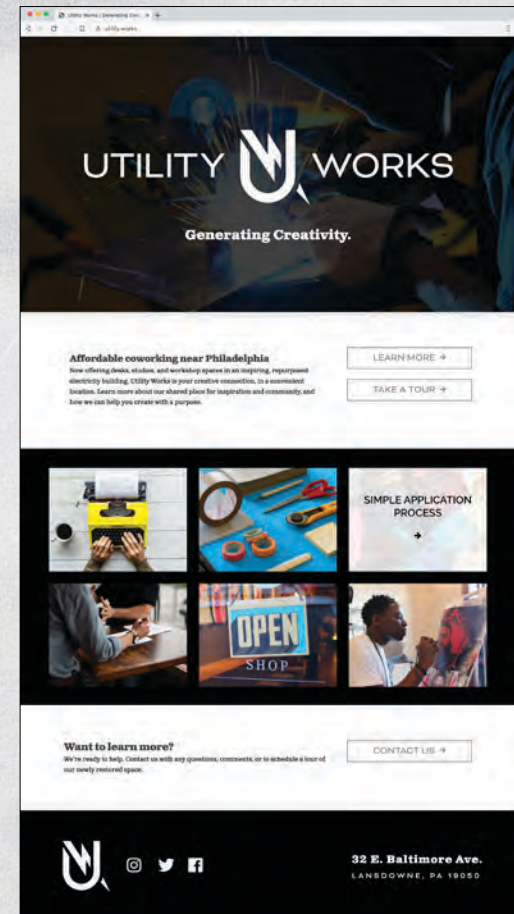
Brand Identity



Promotional Items



Digital/Social



Website

PMA Foodservice 2020

Foodservice Conference is PMA's annual gathering for every segment of the foodservice industry, from growers and suppliers to restaurateurs and franchisees. The 2020 concept playfully focused on foodservice's capacity to both create and respond to culture. Attendees were invited to "Challenge your menu. Challenge your appetite. Challenge the industry." Artwork was inspired by chefs like Sean Brock and Michael Solomonov who wear the food they love as ink on their bodies, subtly emphasizing the passionate commitment of those working in foodservice.



Main Artwork



Exterior Signage



Social Media Promos