

## **Joel Wilke**

*marketing-integrated graphic design  
& web development*

### **CAREER OBJECTIVE**

A Web developer/designer position that offers opportunities to continue my professional growth and learning. I am an award-winning designer transitioning my skills of creating work that is engaging and effective to the Web, to develop sites with a rich user experience.

### **SUMMARY OF EXPERIENCE**

#### **My professional design experience includes:**

- Meeting with clients to gather information, develop options and direction.
- Getting vendor estimates and creating client estimates/proposals.
- Creating creative concepts, both individually and as part of a group.
- Analyzing and selecting proper materials and techniques.
- Client presentations, file production, file preflighting and final press checks.
- Maintaining liaisons with clients, staff, and vendors to coordinate an efficient workflow and to ensure deadlines.
- Creating integrated campaigns in print, television, radio, email and Web.
- Copywriting and editing.
- Designing and producing Web sites independently and with programmers.
- Logos, identities, collateral, advertising, promotion/marketing, packaging, signage, Web sites and more.

#### **My Web development learning experience includes:**

- Theory and practice of Search Engine Optimization (SEO), Google AdWords, and Google Analytics to increase page rank and increase site visits.
- Testing Web site usability factors to increase user satisfaction.
- Group project implementing Web 2.0 APIs and a limited custom CMS.
- Professional-level group project using Perl and HTML to develop dynamic games for children utilizing a database for Web delivery.
- Projects combining XML, XSLT and PHP to deliver dynamic content.
- Designing relational databases and writing multi-table SQL queries.
- Object-oriented programming with Java to build a game for the Web.

### **PROFESSIONAL EXPERIENCE**

#### **Web Tech, Marketing. Champlain College, Burlington, Vermont.**

October 2008 to present.

- Responsible for building pages, adding content, creating graphics, and updating pages using the Ingeniux CMS and Dreamweaver.
- Instrumental in making recent site-wide design changes to coordinate with new branding utilizing CSS and graphics to be cost-effective.
- Created internal and external Web ads, flash graphics and banners to highlight various events and content.

### **EDUCATION**

#### **BS, Web Design & Development**

Champlain College  
Burlington, Vermont  
2008 to 2010

#### **Maine College of Art**

Maine Summer Institute in  
Graphic Design  
July 2000

#### **BFA, Graphic Design**

University of Wisconsin-Stout  
1992 to 1995

#### **Michigan Technological University**

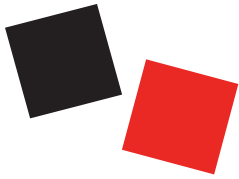
Mechanical Engineering  
1990 to 1992

#### **Normandale Community College**

Preengineering  
1988 to 1990

joelwilke@hotmail.com  
www.ahouseholdname.net

1527 Maywood Drive, South St. Paul, Minnesota 55075



## COMPUTER EXPERIENCE

### Design software:

Photoshop, Illustrator, QuarkXPress, Flash, InDesign.

### Development Software:

Ingeniux CMS, Dreamweaver, Komodo Edit, Eclipse, Oxygen, Navicat Lite, Visual Studio Express, phpMyAdmin, MAMP.

### Programming and Scripting languages:

HTML, XHTML, CSS, Perl, JavaScript, Java, MySQL PHP, XML, XSLT, ASP.NET.

## ACHIEVEMENTS

### Dean's List

Champlain College  
Spring and Fall Semesters, 2009

### American Inhouse Design Award

Morning Fresh Farms packaging.  
2006

### American Graphic Design Awards

For both the Dish logo and identity system. 2005

### Neenah Paperworks Competition

Silver award for Dish identity system. 2005

### Neenah Paperworks Competition

Gold and Silver awards for TMG Corp. marketing materials. 2000

### Madison Advertising Federation

### American Advertising Awards

Two ADDY Awards and three Citations of Excellence. 1998

## PORTFOLIO SITE

My online portfolio can be seen at  
[www.ahouseholdname.net](http://www.ahouseholdname.net)

[joelwilke@hotmail.com](mailto:joelwilke@hotmail.com)  
[www.ahouseholdname.net](http://www.ahouseholdname.net)

## PROFESSIONAL EXPERIENCE *(continued)*

**Creative Services Manager. Masters Gallery Foods, Inc.,** Plymouth, Wisconsin. February 2005 to May 2006.

- Transformed position into one able to offer design creative as a value-added marketing tool.
- Coordinated revisions to all packaging graphics to ensure adherence to new FDA guidelines for over 30 brands (well over 1,000 SKUs) and well under previous manager's estimate.
- Led the development, interviews and management of design internship.
- Coordinated with plant and production managers, prepress house and vendors to ensure timely delivery of packaging materials.

**Clients:** Client list confidential.

**Senior Graphic Designer/Art Director. The Genesis Group,** South Burlington, Vermont. December 2000 to November 2004.

- Sole design creative for all clients, working with copywriters and managers to create projects and integrated campaigns from initial design concepts to production, and final delivery.
- Developed and maintained design file back-up system and maintenance of all graphics hardware.
- Researched new design techniques, vendor offerings, and software solutions to balance costs with increased product value to our clients.
- Managed internships for design students.

**Clients:** Central Vermont Medical Center, Champlain National Bank, March of Dimes-Vermont Chapter.

**Graphic Designer, Marketing. TMG Corporation,** Williston, Vermont. November 1999 to December 2000.

- Worked with creative director and freelance designer to develop award-winning marketing materials. The collateral materials were later used as a promotion by the paper company.
- Designed e-learning "look and feels" and multimedia capabilities demos for sales presentations.

**Clients:** Chase, Bowstreet, Deutsche Bank, Prudential, and ShipeCommerce.

**Graphic Designer. Page Designs,** Burlington, Vermont.

December 1998 to September 1999.

**Clients:** Fletcher Allen Health Care, Vermont Symphony Orchestra, Flynn Theater and Vermont Agency of Natural Resources.

**Graphic Designer. MANI-Graphics & Co.,** Madison, Wisconsin.

September 1996 to September 1998

- Worked with a highly creative team on projects for national clients.
- Designed product and collateral materials for Mani-G 'Raps, an in-house company marketing sophisticated custom and licensed-design gift wrap.

**Clients:** Museum of Modern Art, New York (MoMA), Karastan Carpets, Taliesin Architects, Monona Terrace Community and Convention Center, and Fieldcrest-Cannon Corporation.

## FREELANCE EXPERIENCE

**Clients include:** Dish.For Good Food LLC, The Artisan Cheese Exchange, Neenah Paper Company, Susan Beiner, CallFly Productions LLC, Design North, LPA Design, Darien Johnson, Random Orbit, Integrity Home Repair and Remodeling LLC, Barbara Lee Bloom and others.

1527 Maywood Drive, South St. Paul, Minnesota 55075