

# JOSEPH B. ALFORD

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**BFA Advertising Design**, Stephen F. Austin State University (1999)

**MA Printmaking**, Stephen F. Austin State University (2010)

**MFA Printmaking**, Stephen F. Austin State University (2012)

2014–Present **Graphic Artist** *County of Los Angeles Department of Public Works*

- Design and layout of printed materials for both interdepartmental use and public outreach, such as: Supervisorial district briefs, Transit timetables/maps, signage for public events, brochures, flyers & logos
- Assistant photographer for events and photo shoots
- Assist with development of online department news website

2009–2012 **Graduate Assistant** *Stephen F. Austin State University, School of Art*

2006–2009 **Publications Specialist** *Stephen F. Austin State University, Office of Public Affairs*

- Designed departmental recruitment brochures, printed media for conferences and special events, academic journals, magazine/newspaper ads, billboards/outdoor signage, promotional materials and internal forms
- Design and layout of undergraduate and graduate catalog as well as printed course registration schedules
- Developed, managed and distributed official university logos and wordmarks
- Assisted in art direction of marketing related photo shoots
- Assisted in the development of marketing strategies for the university

2003–2006 **Media Coordinator** *Stephen F. Austin State University, Office of Admissions*

- Designed recruitment brochures, posters, invitations, magazine ads and promotional materials
- Coordinated the implementation of branding templates from outside agencies
- Assisted campus departments in designing and producing brochures and recruitment materials
- Assisted in developing a communication flow of more than 60 pieces to be sent to both prospective students and their parents throughout the academic year

1999–2003 **Graphic Designer** *Foretravel Motorhomes, inc.*

- Designed magazine/newspaper ads, billboards, business cards, and internal graphics and forms
- Development, design and maintenance of web site, including two major redesigns
- Assisted with art direction on yearly photo shoots and product catalogs
- Design and layout of *The Motorcader*, a bimonthly owner's club magazine, transitioning the publication from one-color to four-color throughout.

**Freelance & Pro bono:** Navarro College, Orange Camp Fire Council, Motorhomes of Texas, Dobb's Hat Co., Stout & Associates Professional Land Services, Houston Texans Soccer Club and Engelmann Land Services, LLC.

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## SKILLS

- Proficient in industry standard software including Adobe CC applications (InDesign, Photoshop, Illustrator, Lightroom)
- Working knowledge of Quark Xpress, MS Office applications, Dreamweaver, Flash, Fireworks
- Experienced working from concept through production-ready files

- Capable of working directly with presses and vendors to ensure a high level of quality on finished jobs
- Experience with production on large-format inkjet printers including Epson 4900 and Epson 11880
- Experience working in HTML, CSS, Wordpress

## AWARDS

- 2007 CASE Grand Prize (Publication Cover Design)
- 2008 National Council for Marketing & Public Relations Silver Award
- 2009 CASE Grand Prize (2 or 3-Color Publication)