

JOSHUA MORTON

SENIOR ART DIRECTOR



PROFILE

Solid success directing and implementing broad range of revenue-generating design projects, from conception to launch. Readily translate business requirements into effective advertising campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards.

WORK EXPERIENCE

- 2022- Present** **EPSILON (A PUBLICIS GROUPE) - SR. ART DIRECTOR**
Lead Sr. Art Director within the Creative Pool of 14 automotive brands with the main focus on Audi, Rolls Royce, BMW and AutoNation Aftersales communications. Everything from new business pitches to social post.
- 2021- 2022** **MORLEY- SR. GRAPHIC DESIGNER**
Designing and Directing Corporate Live Events for Genesis, Hyundai, GM, Chevy, Cadillac, Allstate and others. Projects included:
The Grand Opening of Genesis House in New York &
The 29th Annual GM Supplier of the Year Event in Orlando
- 2020- 2021** **ROADTRIPPERS CONTENT STUDIO- SR. ART DIRECTOR**
Working on corporate communication along with consumer facing ads for THOR Industries and their subsidiaries brands, such as Airstream, Jayco, Heartland and Keystone.
- 2015- 2020** **LATCHA+ASSOCIATES- SR. ART DIRECTOR**
Lead and directed video and photo shoots for Audi Aftersales while creating numerous direct mailers, emails, banners, point of sale, brochures, conference materials and apparels for Audi Collection catalog.
- 2013- 2015** **TEAM DETROIT- ART DIRECTOR**
Created and delivered print and digital assets, including brochures, magazine ads, in-dealership point of sales materials, web banners/billboards, invoice messaging and direct mailers for Ford Credit and Lincoln Automotive Financial Services.
- 2012- 2013** **EPRIZE- PRODUCTION ARTIST**
Supported the Art Director in the development of promotions for over a 100 brands while building out click-through comps for promotional websites, Facebook pages and mobile sites.
- 2011- 2012** **TEAM DETROIT- ART DIRECTOR**
Lead Art Direction with the online advertising team conceptualizing campaigns, production and video editing. Daily tasks would also include creating flash, rich media and static banner comps.

CONTACTS

- JOSHUADMORTON@GMAIL.COM
- 313.320.8050
- JDMORTON.COM
- LINKEDIN PROFILE

EDUCATION

2007-2011
BA IN ART & DESIGN
UNIVERSITY OF MICHIGAN
ANN ARBOR, MI

2008
INTERNATIONAL MARKETING
UNIVERSITY OF PADOVA
PADOVA, ITALY

SKILLS

- ADOBE PHOTOSHOP
- ADOBE INDESIGN
- ADOBE ILLUSTRATOR
- ADOBE XD
- PROBLEM SOLVER