

JOSEPH hitzelberger

ART DIRECTOR

CONTACT

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📍 La Habra, CA



ABOUT

hitz.carbonmade.com

**Art Director / Graphic Designer / Videographer /
Photographer / Content Creator / Web Designer**

Specializing in: Integrative art/creative direction with experience in video editing, social media, print/digital design, photography, brand strategy, illustration, event planning, management, and more!

About: I'm an Art director, videographer, and graphic designer from CA. I've been fortunate enough to help shape one of the most influential custom motorcycle brands in the industry.

I have led the creative vision across projects and brands, striving to continually raise the bar. Experience in effectively guiding teams of people with diverse sets of expertise including advertising, print, web, user experience, installation, photography, video, and copywriting.

KNOWLEDGE & SKILLS

Adobe CC	Sprout Social
-Photoshop	Hootsuite
-Illustrator	Later
-Premiere	Big Commerce
-After Effects	Shogun
-InDesign	Keynote
-Acrobat	Powerpoint

Video & Still Photography
Video & Photo Editing
Typography
Basic HTML/CSS
Project Management
Ad Campaign Management/Design
Website & Mobile App Design
Social Media Management & Design
POP and Packaging Design
Digital Banner Design
Digital Printing

EXPERIENCE



**Roland Sands Design / Los Alamitos, CA (Art Director)
2016-Present**

- Experience directing and managing junior creatives
- Direct all RSD brand photoshoots and video campaigns
- Launched & Manage all social media accounts/campaigns
- Achieved over **407k** followers on social media alone
- Gained over **8 million** views on YouTube from original content
- Spearhead agency work with brands such as; Hurley, Progressive Insurance, BMW Motorrad, Dunlop Motorcycle Tires, MOTUL Oil, K&N Filters, FOX, Indian Motorcycle and Lagun Engineering

**Roland Sands Design / La Palma, CA (Senior Video/Graphic Designer)
2009-2016**

- Produced and designed all advertising campaigns
- Photographed and filmed brand photoshoots and videos
- Clients include: Bell Helmets, GEICO, Yamaha, Rockstar Energy, On Any Sunday and Red Bull Media House.



**Zoca Cycle Gear / San Diego, CA (Graphic Designer)
2008-2009**

Tracked media exposures, organized and maintained clipping archives. Created "Line Guides" for Zoca custom wear and accessories for bike, tri & run. Helped create brand identity. Assisted in design of brochures, advertisements and trade show graphics. Participated in client meetings and provided art direction to the photographer during photo shoots.



**In-N-Out Burger / San Diego, CA (Cook)
2000-2008**

Other than effectively training and developing employees into well performing teams, this job has no connection to my creative career. I just love it In-N-Out, their brand, what they stand for and am proud to have worked there.

EDUCATION

Platt College in San Diego, 2008

Bachelor of Science in Media Arts. Concentration in Graphic Design, Video and Web Design.

Instituto De Italiano, 2005

Study abroad program in Florence, IT