JOYA MENASHE

BRAND CREATIVE . MARKETING . GRAPHIC DESIGN

PROFILE

Multi-tasking creative who thrives in team environments as well as independent work. Dependable and works well under pressure while taking pride in seeing a project through to completion.

I am a Portland native designer/artist, et al. I think it's important to say that, because I'm loyal to this city. I get it.

You have an idea? I'm already sketching it while we speak. In addition, I am very experienced with all CS software, especially a master of Adobe Creative Suite, Photoshop & Adobe Illustrator.

I'm fast when time is an issue, methodical with the creative process and a contributor when brainstorming is essential.

I'm a start to finish kind of person, and do not drop the ball - ever. Co workers call me the calming force in the deadline storm.

CONTACT

Joyamdesign@gmail.com

503.953.0641

portfolio
joyamenashe.carbonmade.com

REFERENCES

Vaune Kemp / Vice President . Metro Presort
vaunekemp@gmail.com

Michele Kalec / President . Picasso Tile
michele@picassotile.com

Jane Meredith / Art Director . Leslie Jordan, inc.
Ladyjaneattack@gmail.com

SKILLS

ADOBE CREATIVE SUITE	MASTER
PRESENTATIONS	MASTER
GRAPHIC DESIGN	MASTER
DIGITAL PHOTOGRAPHY	ADVANCED
MERCHANDISING & DISPLAY	ADVANCED
WRITING/BLOGGING	INTERMEDIATE
WEB DESIGN	ADVANCED
SEO / ANALYTICS / SOCIAL	INTERMEDIATE

EDUCATION

BACHELOR of ARTS DEGREE
ART EDUCATION
Western Oregon . Smith College

ASSOCIATES DEGREE
COMMERCIAL & GRAPHIC DESIGN
Portland Museum Art School

ON GOING DESIGN COURSES
INTERIORS . SPACE PLANNING . APPLIED DESIGN
PNCA

EXPERTISE

COLLATERAL DESIGN & DEVELOPMENT
BRAND DESIGN
INFOGRAPHICS & GRAPHIC ILLUSTRATION
WEB DESIGN / WORDPRESS & ECOM
TYPOGRAPHY - STORYBOARDING
PHOTOGRAPHY & VIDEO PRODUCTION
SOCIAL MEDIA DESIGN & PLACEMENT
WEB BASED APPS

EXPERIENCE

CREATIVE MARKETING DIRECTOR
leslie jordan, inc.

PORTLAND
2013-current

- Develops all creative collateral design development and production, primarily using Adobe Suite software. Oversees daily fulfillment of design projects: Flyers & Brochures, New Product PR and Social, Catalogs, 1-sheets all aspects of marketing.
- Responsible for all PR and implementing annual marketing plan and deliverables tied to the marketing calendar. All advertising, media & email marketing campaigns are included. Website & landing pages (wordpress) SEO & Analytics.
- As photographer, styles mannequins and creates sets for photo shoots. Handles new product design and development.

PROJECT DESIGNER
meritage at little creek

NEWPORT
2000-2010

- Created and managed all Real Estate marketing materials, design, and exterior look and feel. Pre-Market collateral materials contributed to 100% sell-out sales in all 4 phases. Project Design services were included in the purchase of a new home.
- Responsible for drawings and architectural renderings for all interior finishes, materials, and selections. Provided to-scale drawings and creative design boards for each discipline.
- Managed sub-contractors, scheduling, and new homeowner design meetings. Met daily deadlines & creative deliverables completing production on a tight timeline. Maintained homeowner budgets, spreadsheets, and managed contracts.

SENIOR ART DIRECTOR
white horse interactive

PORTLAND
1995-2000

- Managed first to market concepts, storyboarding, illustration, creating comps, working through presentations, revisions, and final development and completion of several Fortune 500 clients base media and communications.
- Developed marketing materials, branding, and managed website development using multi-media production and integrated materials. Hand renderings and comp illustrations.
- Daily use of Adobe products. Heavy computer skills. Worked interpersonally with a team to ensure projects' success.

HOBBIES . PASTIMES . PASSIONS .

I have *an amazing* art studio in my home where I create constantly, drawing, painting, crafting. I love to go salmon fishing on weekends at our *rustic* little cabin in the woods near Estacada. I participate in various annual walk/run or baby triathlon events that are fund-raiser based. Travel is a huge passion, and I have nearly been around the world. I love holidays & special events, mostly so I can set and decorate the tables ahead of time. I enjoy cultural & creative cooking and host an annual 10 course indian dinner each summer for 30 guests, its *a joy*. I support backpack buddies and volunteer for many community fundraising events. I'm a true Oregonian, loving the outdoors.