



JOHN JOSEPH CURRICULUM VITAE

# JOHN JOSEPH

## ART DIRECTOR

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www.behance.net/jojoschka/frame/All

Last updated: May 2013

## Skills

### Software Skills

Work with both IBM & Apple Macintosh

Adobe Photoshop (Excellent)

Adobe Illustrator (Excellent)

Adobe indesign (Good)

Adobe Dreamweaver (Good)

Coral Draw (Fair)

Freehand (Fair)

Maxon Cinema 4D (beginner)

Adobe Flash (Fair)

### Capabilities

- Aware of several graphic printing technologies
- Hand Typography skills (Arabic & English)
- Advance image creation and illustration
- Aware of the web standards with fair knowledge of XHTML & CSS
- Photography at fair level
- Root creation of communication campaigns: starting from client meeting and briefing, concept development, campaign planning & design
- Ability to write creative, attention-grabbing copy that conveys the clients messages
- Voice Over and narration skills

## Education & Training

### Private Courses:

Graphic Diploma from the Russian Cultural Center in Egypt

### High Education:

Bachelor of Fine Arts, Décor section - Department of scenography, Helwan University 2006.

### Secondary Education:

Graduated from "St. George College" 2001

### Training:

**NILE CREATIONS**, Graphic and web designer, April 2007 to August 2007

web builder, designing printed materials, logos, folders, flyers, Journal advertisements, Slicing web pages .. etc.

[www.nilecreations.com](http://www.nilecreations.com)

**PROFESSIONAL HOUSE**, Graphic designer, November 2006 to April 2007

Designing flyers, posters, signboards and billboards, and photographing when needed.



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## Career History

### Current Job

**HMD**, Senior Art Director, since May 2012  
[www.hmd.com.eg](http://www.hmd.com.eg)  
Clients: P&G, Nestlé, EU, British Council, Mobil, DMG.

### Past Experience

**ADVANTAGE**, Senior Graphic designer, December 2010 till May 2012  
[www.advantage-adv.com](http://www.advantage-adv.com)  
Clients: Lay's Egypt (Chipsy), Clorox, Etisalat, Arab Dairy, MountinView.

**EQUINOX GRAPHICS**, Graphic designer, August 2010 till October 2010  
[www.equinoxweb.com](http://www.equinoxweb.com)  
Clients: Cilantro, Dyafa Group (Abou Elsid, Taboula, Absolute, Tabasco), Expolink.

**ZONE ADVERTISING**, Senior Graphic designer, March 2009 till January 2010  
[www.zone-advertising.com](http://www.zone-advertising.com)  
Clients: Oriental Weavers Group, BUE (British University in Egypt).

**BEHOLDINGS GROUP**, Web & Graphic designer, January 2008 till March 2009  
[www.beholdings.net](http://www.beholdings.net)  
Clients: SGS, Miac Furniture, California F&B, Makinat Abou Seif.

**RIPPLE EGYPT**, Web designer, August 2007 till January 2008  
[www.asp-pros.com](http://www.asp-pros.com)  
Clients: House cleaning Alliance

### Freelance

As a freelancer I had the opportunity to work with some great clients such as:  
**The AUC** (Caravan Magazine Website)  
**Atlasco Egypt** (Giveaways)  
**VR Sonic** (icon design, UI design for some web applications and websites)  
**Archive Communications** ( Brand identity & print design)  
**Showroom** (Website design)

### Other Clients

I had some Experience in the Saudi and Quatrain Market through outsourcing, Clients like SAAB, Roche, and other Various other governmental institutions in both countries, As well as I did some online work with clients in Germany, Australia, US, Switzerland, Canada and Norway.

## Design Contributions

- Collage Theatre member "Atile elmasrah" 2006
- Contributed with "Ashraf Foda" & "Khaled Elgabry" in a graffiti Exhibition celebrating The Egyptian Revolution with the art piece "the crime scene"
- Founded the Frog Project, which is an Experimental visual project using typography, pattern design, photo manipulation and illustration to create a new pop Egyptian trend, [blog.johnjosephstudio.com](http://blog.johnjosephstudio.com)
- Contributed with a visual piece "beardphobia", in the rolling bulb online magazine founded by "Ganzeer", [www.rollingbulb.com](http://www.rollingbulb.com)
- Contributed with "Karen To" in the typography project "The Dead Words", [www.deadwords.info](http://www.deadwords.info)

## Other Interests

Reading, Blogging, writing, listening to music, studying history, following what's new in street art & graffiti movement, volunteering to serve old people in Care Houses.

Thank you”