

# JOEY SEEMAN

— SENIOR GRAPHIC DESIGNER —

## CONTACT

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## PROFILE

I'm a marketing graphic design professional with more than 15 years of experience in a variety of industries.

I've enjoyed building brands for some of the most recognizable companies including Neiman Marcus, Container Store, Michael's Verizon, Hilton and more.

## EDUCATION

1997

### Associate of Arts

Art Institute of Dallas  
Associate of Arts in Computer Animation/Multimedia

1995

Miami-Dade Community College

Required coursework in graphic design and visual arts

## SKILLS

### Professional

Adobe Creative Suite, including Photoshop, Illustrator, InDesign, and Premiere.  
Some proficiency in HubSpot and Wordpress.

## INTERESTS

I recently co-wrote and published a book on the history and culture of the vibrant 80s South Florida music scene. I designed and produced all layouts, and participated in the book launch as a panelist at the 2023 Miami Book Fair.

Record Collecting ——— 🎧

DJing ——— 🎧

Live Music ——— 🎵

## REFERENCES

## EXPERIENCE

2021 - Current

### Graphic Designer

Cushman & Wakefield | Dallas, TX/Remote  
Commercial Real Estate Services

For this global commercial real estate services firm, I'm a member of the Center of Excellence (COE) team.

- Create custom Offering Memoranda, BOVs (Broker Opinion of Value), email blasts and brochures for Tier 1 properties

2019 - 2021

### Senior Graphic Designer

HealthMine | Dallas, TX  
Healthcare App Startup

I helped re-brand this health rewards and engagement company as a modern, healthcare startup.

- Created style guide introducing new logo, fonts and colors
- Designed successful LinkedIn paid ad campaigns that led to 30% increase of engagement
- Created motion graphic videos to support sales

2018 - 2019

### Graphic Designer

HMS Corp. - Healthcare Management Systems | Irving, TX  
HMS helps identify insurance fraud and waste.

- Created presentations for conferences and internal teams
- Created digital graphics for email, website and social media
- Created banners, one-pagers and all marketing collateral for events and trade shows

References furnished upon request