

JOE SAGAN

INTERDISCIPLINARY ART DIRECTOR | TRANSFORMING IDEAS TO REALITY

EMPLOYMENT HISTORY

Senior Art Director / Senior Multimedia Designer Sherwin-Williams/Valspar, Chicago

2010 - Present

- Developed and executed print and digital campaigns for high-profile brands, ensuring brand consistency across social media, digital/mobile platforms, in-store collateral, and consumer packaging.
- Art directed video shoots and managed post-production workflows, overseeing photography assets from concept through final image tagging and quality assurance.
- Collaborated with marketing, product, and sales teams to translate objectives into strategic, high-impact visual solutions that align with brand guidelines and resonate with both B2B and B2C audiences.
- Established and maintained scalable design systems to reinforce brand cohesion across Pro sports marketing, Olympics, PGA Tours, and other high-visibility initiatives.
- Mentored junior designers, providing guidance on typography, layout, and formal design principles to achieve polished deliverables.
- Brands worked on: Sherwin-Williams, Valspar, Minwax, Krylon, Dutch Boy, Cabot, PlastiKote.

Senior Art Director / CGI Artist Aspen Marketing Services/Epsilon, West Chicago

2005 - 2009

- Oversaw and executed CGI projects as the agency's primary 3D designer, creating product designs, experiential branded environments, and retail/POP displays.
- Managed design processes and quality control for packaging, working with external vendors to ensure final deliverables met stringent brand and quality standards.
- Provided art direction for photography and collaborated with cross-functional teams to align visual assets with client objectives.
- Clients included: AT&T, Qwest, Motorola, T-Mobile, Mutual of Omaha, Omaha Steaks, Terminix, Hunts/Con Agra.

FREELANCE EXPERIENCE

- DraftFCB
- TPN
- Relay Worldwide
- Schafer|Condon|Carter
- Launch

PROFESSIONAL PROFILE

CREATIVE LEADER

Visionary art director with extensive experience in integrated design across digital and print media, focused on creating compelling visual solutions that drive brand consistency and engage targeted audiences. Skilled in leading both independent and collaborative projects to deliver high-quality creative assets across marketing campaigns, product launches, and experiential brand events.

COLLABORATIVE & STRATEGIC

Proven success working cross-functionally with marketing, product management, and sales teams to align visual solutions with business objectives. Strong strategic mindset with expertise in building scalable design systems that maintain brand integrity across various touchpoints.

MENTORING & INDUSTRY AWARENESS

Experienced in guiding junior designers to uphold quality standards, ensuring projects meet formal design principles, including typography and content hierarchy. Proactively engages with emerging industry trends, technologies, and best practices to foster efficiency and innovation.


TECHNICAL SKILLS


- Strategic Brand Development
- Design Systems & Visual Consistency
- Art Direction & Mentorship
- Concept Ideation & Typography
- Motion Graphics/Animation
- Photography Production & Workflow Management
- 3D CGI and Product Rendering

SOFTWARE SKILLS

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere, After Effects
- 3D & CGI Software: Cinema 4D, Strata 3D, Fusion 360
- MS Office
- Digital Asset Management and Workflow Tools

STILL HAVE QUESTIONS? REACH OUT:

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CHECK OUT MY WEBSITE AT:

 www.joesagan.com