

JOSEPH EKLOFF

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ekloff.com

I AM EDUCATED

University of Arizona, Tucson, AZ, 2011

Bachelor of Fine Art:
Visual Communication

Graphic Design emphasis

Eller College of Management:
Marketing Minor

Cumulative GPA: 3.9

I AM ESTEEMED

Fred and Ida McCormick
Scholarship, 2010 – 2011

Sevigny Travel Award, 2010

Maurice J. Sevigny Art Scholarship,
2009 – 2010

Dean's List, 2009

Graduate with High Honors, 2008

I AM ACCOMPLISHED

Liaoning Science and Technology
Publishing House, China, published
work in *Card Design*, 2011

fuel MODERN EATERY, restaurant
Identity winner, 2010

VisCom Juried Exhibition, Lionel
Rombach Gallery, Silver Award in
Identity, 2010

United Way/UA Cares, poster
design finalist, 2010

Persona Magazine, published
photography, 2010 issue

VisCom Juried Exhibition, Lionel
Rombach Gallery, Gold Award in
Advertising, 2009

I AM EXPERIENCED

UA College of Architecture and Landscape Architecture, Graphic Designer, 2008 – 2011

Generated fundraising materials
for higher education, business-to-
business, and alumni-relations

Designed event invitations and
large-scale graphics

Simpleview Inc., Creative Intern, 2010

Supported the creation of web-
based user experiences that
satisfied marketing objectives

Developed electronic collateral
such as e-newsletter templates,
banner advertisements, widgets,
and interactive prototypes

Jointegrity Fitness, Design/Marketing Intern, 2008 – 2009

Provided company name and logo

Assisted in illustrating products
and making infographics

Assembled a brand strategy and
consolidated a marketing plan

Ekloff Design, Freelance Designer, 2004 – Present

Develop brand identities and
printed materials

Create strategic front-end design
for websites that deliver unique
user experiences while adhering to
usability standards

Harness compelling ideas through
visual design

I AM COMPETENT

Skills: branding, advertising,
illustration, interface design,
marketing, interactive design

Platforms: Mac OS X, Windows,
iOS/mobile

Software: Adobe Creative Suite
(InDesign, Illustrator, Photoshop,
Dreamweaver, Flash), Microsoft
Office (Word, Excel, Powerpoint),
Keynote, FTP software

Languages: xHTML, CSS, English

Media: web, print, hand-made,
digital photography

I AM INVOLVED

American Institute of Graphic
Arts (AIGA), AZ Chapter,
2009 – Present

Book Arts Collective, UA Club,
2009 – 2011

Public Art Commission Assistant,
Phoenix Arts Council, 2009

Phi Theta Kappa, Alpha Beta Chi
Chapter, 2006 – 2007

Delta Epsilon Chi (DECA
Marketing), Arizona chapter,
2003 – 2004

I AM REPUTABLE

References upon request