

JOSHUA COAST

Web & Print Designer - Production Artist



Visit my web site to see samples of my work.
www.joshcoast.com

Please e-mail me
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or phone me at
303-502-6396
in regards to
this position.

As a designer, my most important job is to communicate. My communication process is a balance between three different aspects. The clients message, the audiences interpretations, and the designer that can coalesce these ideas. Through my experience as a free lance designer I have come to understand this process and excel at it.

The most effective way to balance the clients wants, and their audiences needs, is to first get an understanding of what the client wants to communicate, and then compare that with what the audience needs to hear. In this comparison I find where the two overlap and base my design decisions on this harmonization of ideas.

In developing a business identity for Law Offices of Karuschkat P.C.'s, the client wanted a business that looked hip and young while still establishing the security that a law firm should have. After meeting with the client I discovered that she had a fascination with bridges. As a law firm that specialized in divorce, she felt that bridges where a strong metaphor for what her business did for people.

The bridges represented a way to complete a seemingly impossible journey. I used the imagery of a bridge and shaped it into a strong abstract logo. To accommodate for the edgy feel she desired, I used a more modern color pallet; a subtle effect that didn't distract from the emotive quality that he business needed. On her web site I used many photos that allowed clients to emotionally align themselves with this business. I knew that her clients would be feeling venerable and would feel more secure if they could see who would be helping them through their divorce.

As a result her business grew. The clients often commented on how they chose her services largely due to emotive reaction they had to the web site. The communication process was a success.

PROGRAMS, SKILLS & EXPERTISE

Adobe CS3 - (Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Fireworks, Acrobat Professional) Mac OS, Windows OS
XHTML, CSS, ActionScript 3.0 - implementation of Javascript
Web Design, Screen Print Design, Production Art, Promotional Design, Corporate Identity Development.

WORK HISTORY

Senior Production Artist // 2005 - 2009

Now And Zen Productions LLC

- Prepare art for screen-printing production
- Design and develop sales materials and catalogs
- Design graphics for apparel
- Oversee production art team in absence of manager
- Prepare art for and maintain main company website
- Develop interactive Flash content for company websites
- Design, develop and implement promotional websites
- Design, develop and implement nonprofit sector website
- Production work for company websites
- Develop and maintain Mac based archive system

Freelance Designer // 2000 - Present

- Sole proprietor
- Independent contractor
- Web design and development
- Promotional design

Page Layout & Typesetter // 2005 - Present

Environment Colorado / CoPIRG (consistent freelance client)

- Page layout
- Adhere to corporate identity
- Typesetting

Graphic Designer // 2003 - 2007

Creative Music Works (consistent freelance client)

- Newsletter design
- Poster and brochure design
- Website development

Graphic Designer // 2002 - 2005

J Robinson Camps

- Illustrate - T-shirts, posters, post cards, advertisements.
- Design - advertisements, brochures, letterheads, logos.
- Product development, illustration, layout, and pre-press

EDUCATION

Colorado State University

Bachelors of Fine Arts

- Emphasis in illustration
- Minor in English

Metropolitan State College of Denver

- Graphic Design
- Illustration
- Pre-press