Josh Kimmell

4205 Kachina Drive, Austin, Texas 78735
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214.725.2487

Skills

Expert knowledge of design and development tools, including Adobe Creative Suite, Adobe Test & Target, Final Cut Pro HD, Motion, DVD Studio Pro, HTML5 and CSS3. Working knowledge of JavaScript, jQuery and PHP. Experience working in Java development environments using Velocity Template Language (VTL).

Work Experience

NetSpend

Creative Director/Creative Manager   2012 – Present

- Built the internal creative services department within a company that traditionally utilized outside agencies.
- Manage a team of designers and developers.
- Established processes to streamline design implementation and print production.
- Responsible for quality of all assets produced in the creative department.
- Collaborate with marketing teams on projects impacting NetSpend, Control Card, PayPal and other partner brands.
- Develop departmental budgets.
- Scope work for all web releases.

Senior Designer   2007 - 2012

- Redesigned NetSpend corporate website.
- Designed and maintained landing pages and order forms.
- Redesigned the customer account management web app, increasing customer use exponentially.
- Created successful pitches for new business partnerships with PayPal, CapitalOne, Target, Walgreens and BET, as well as pitches for Sprint, Facebook and others.
- Worked with product management team to develop new products and services, including the NetSpend Student All-Access program and the Control Card program.
- Created and updated mobile apps using HTML5 and PhoneGap.
- Conducted user research and interviews, which were used to guide product development.
- Created IA documents and wireframes for new features and web services.
- Implemented Google Analytics tags in all of our online properties.

Consortium for Local Ownership and Use of Data (CLOUD)

Chief Experience Architect   2009 - Present

- Manage overall brand strategy for CLOUD, a nonprofit startup developing a standardized language to give users ownership of their electronic data and allow them to share it more securely.
- Create use cases and personas to sell the idea to potential sponsors, partners and founding members. Examples include pharmaceutical companies, health care research funds, financial standards groups and education foundations.
- Design and implement the CLOUDInc.org website and the CLOUDCircles.org fundraising website.

Irie Bean Coffee Bar

Designer   2009 – Present

- Redesigned logo and developed new brand strategy for local coffee shop.
- Design posters, t-shirts, ads, bumper stickers and other marketing materials.
- Designed Irie Bean website and built a custom WordPress theme.

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Dallas Market Center

Senior Designer   2001 – 2007

- o   Designed websites and web applications for the nation's largest wholesale market center.
- o   Developed presentations and interfaces using Flash and other animation programs.
- o   Designed corporate identity and branding for wholesalers in the Dallas Market Center.
- o   Produced interactive, animation and video marketing collateral.
- o   Designed print materials, including large-format posters, billboards, marketing collateral, business cards and other promotional items.

BroadbandNow!

Senior Designer   1999 – 2001

- o   Designed multimedia dashboard and numerous microsites used by customers of a national high-speed Internet service provider.
- o   Responsible for overall site architecture.
- o   Directed content production teams and led multimedia projects, including art direction, video production and photography.
- o   Managed designers, coded pages and page elements and produced Flash presentations of editorial content.
- o   Integrated design processes into the overall production process.
- o   Mentored new designers.
- o   Designed and maintained BroadbandNow! corporate website.

VentureNet

Senior Designer   1998 – 1999

- o   Designed websites for multiple clients.
- o   Designed and maintained VentureNet website.
- o   Created VentureNet logo, business cards and letterhead.

Southern Network Services

Designer   1997 – 1998

- o   Designed websites for multiple clients.
- o   Designed and maintained Southern Network Services website.

Education & Affiliations

University of Texas at Austin, Bachelor of Fine Arts – Design • 1997

Adobe Test & Target Training • 2013

AIGA Member • since 2008

Refresh Austin