

Joseph A. Walter

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Summary

Talented Creative Director with over 25 years of delivering well-crafted, thoughtful, and award winning marketing materials. With vast knowledge and expertise in industry-leading layout and design software, print production and electronic communications, providing quality, professional and innovative designs which give clients and corporate customers high-impact marketing solutions.

Experience

1996 - 2012

Creative Director, Adecco Group North America/MPS Group, Jacksonville, Florida

Adecco Group is the world's leading provider of HR solutions and a Fortune Global 500 company specializing in information technology, accounting and finance, legal, engineering, medical, and professional services. MPS Group was a leading provider of professional staffing, consulting and solutions and a Fortune 1000 company before being purchased by Adecco Group in January 2010.

- Supported senior management with investor relations and Board of Directors presentations.
- Managed design and publication of corporate annual reports for 13 years, including photo shoots of board members and executives, financial and strategic illustrations and print production that saved \$80,000 to \$120,000 per year.
- Designed and produced printed and electronic marketing materials including, fact sheets, sales brochures, kit folders, recruiting materials, trade show booths, Web sites, email communications, banners, displays, and sales presentations.
- Supported 250 offices nationwide with branding strategies, name awareness campaigns, logo designs, name transition materials, direct-mail pieces, and advertising for specialty brands including Modis, Idea, Accounting Principals, Special Counsel, Beeline and Soliant Health.

1992 - 1996

Creative Director, Jacksonville University, Jacksonville, Florida

Jacksonville University is a premier, private university with an enrollment of 3,500 students.

- Designed and directed the production of all University publications, including brochures, posters, programs, newsletters, catalogs, viewbooks, magazines, advertisements, and other printed materials used in the advancement of the university.
- Directed all aspects of visual identity including concept development, formatting, writing, editing, designing, photograph and artwork selection, illustration, type specification, solicitation of printing estimates, and production supervision.

1988 - 1992

Art Director, Florida Physicians Insurance Company, Jacksonville, Florida

FPIC Insurance Group, Inc. is a leading provider of medical liability insurance for physicians, dentists and other healthcare providers.

- Controlled design and production of all corporate publications and printed materials including four newsletters, annual reports, quarterly financial reports, and all promotional materials.
- Designed and produced all departmental and corporate forms, company letterhead and business cards.
- Managed company advertising including, ad design, placement, and payment. Brought all advertising in-house for annual savings of over \$45,000.

1986 - 1988

President, Pixel Graphics, Inc., Jacksonville, Florida

Graphic design company specializing in computer graphics and desktop publishing.

- Completed projects ranging from full color trade magazines and local newspapers, corporate logos, newsletters, and stationary to brochures, coupon books, and business forms.
- Clients included Florida Department of Professional Regulation, Grumman St. Augustine Corporation, Florida Physicians Insurance Company, and Barnett Bank of Florida.

1985 -1986

Assistant Art Director, WTLV TV-12, Jacksonville, Florida

WTLV is an NBC affiliate and is now part of FirstCoastNews a Gannett company.

- Managed station newsletter production, television, and newspaper promotions, pre-production of all news graphics, sales brochures, information booklets, and set design.

Skills

Macintosh software including:

- QuarkXPress; Indesign; Illustrator; Photoshop; Flash; Dreamweaver; Live Picture; Word; PowerPoint; Excel
- Other software includes: scanning, OCR, and video capture software
- Experience with HTML coding

Education

B.F.A., Advertising and Graphic Design, University of North Florida

**Professional
Training**

On-line Management Training through SkillSoft
Basic Supervision, AMA/Padgett-Thompson
Business Side of Graphics, Dynamic Graphics Educational Foundation

Affiliations

Class Secretary of the East Coast 12-Meter Class of the American Model Yachting Association
Past Chairman, Florida East Coast 12-Meter Association
Past Commodore, Jacksonville Model Yacht Club

Awards

League of American Communications Professionals: Vision Awards, Annual Report Competition
• Silver Award 2001, 2003; Bronze Award 2002