

# JOSUE HERRERA-FEENEY

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## Experience

Oct 2022–Present

**Freelance** / Chicago

*Art Director & Senior Graphic Designer*

Brand and Identity development for brands including Blue Dasher Studio and Holy Spore, as well as a variety of freelance work for B2B Tech Agency, WHM Creative.

2021-2022

**Sendoso** / San Francisco (Remote)

*Senior Graphic Designer*

I worked with stakeholders to develop creative concepts that solved business needs, elevated our brand, and maintained our standing as first in our category in the gifting platform market.

*Partnered with copy to develop concepts for campaigns for digital, print, and experiential channels—including direct mail and events.*

*I met with stakeholders to better understand their pain points and presented solutions to educate decision makers to develop trust.*

Provided support on larger projects and initiatives, working with Senior Art Directors and our Creative Director, and provided feedback and guidance for junior designers.

2018-2021

**Aon** / Chicago

*Graphic Designer*

I partnered with stakeholders to develop high-visibility collateral to support the pursuit and defense of business opportunities throughout the insurance brokerage and health and benefits consulting landscape.

*Developed print and digital deliverables, leveraging InDesign, Illustrator, Photoshop, and AfterEffects.*

*Stewarded the brand with teams across North America, proactively looking for opportunities for stronger messaging and alignment with organizational objectives.*

2017–2018

**Sodexo** / Evanston

*Unit Marketing Specialist*

I supported the marketing team and our partners in crafting the narrative of the college dining experience.

*Concept-to-completion marketing and design deliverables for 75 events per quarter across multiple touch-points, from social media to printed signage and digital displays.*

*Brand development for new dining concepts (Fran's Cafe, The Kiln).*

2016-2017

**Status Marketing Group** / Chicago

*Art Director & Graphic Designer*

I met with clients to help them determine their brand positioning, target audience, and to establish key objectives, and developed visual concepts, strategy and execution for websites, logos, and a wide array of marketing materials for clients.

2015-2016

**Freshii** / Chicago

*Graphic Designer*

I created digital and print pieces for Chicago-area locations to promote and bring regional awareness to an international brand, including a media buy anniversary campaign. I maintained compliance with brand standards while developing a sub-brand for the first Café Freshii in the US market.

## Education

Columbia College Chicago

**BFA in Graphic Design, 2014**

## Competencies

**Soft skills:** Strong Written and Verbal Communication, Critical Thinking, Creative Ideation, Problem-Solving

**Software:** Adobe Creative Suite—InDesign, Illustrator, Photoshop, After Effects; Figma, Asana

