

Joe Hipkins

Graphic Designer

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Professional Summary:

Award-winning graphic designer with a proven record of delivering exceptional design solutions since May of 2015. Specializing in graphic design, communications, and digital & offset printing. Bringing creativity, strategic planning, expertise, and experience to every project.

Experience:

- **Oscar's Printing - Commercial & Retail Printing Company - Graphic Designer**
Produced print-ready designs for digital and offset printing for both commercial and retail printing.
March 2023 - Present
- **Not Your Average Joe Studios, LLC - Commercial Design Studio - Designer & Owner**
Developed cutting-edge design solutions for 50+ clients, enhancing engagement by 40% and brand visibility by 30%; achieved recognition for exceptional design excellence.
May 2015 - Present
- **M. Beshara, Inc. - Commercial & Retail Printing Company - Graphic Designer**
Produced print-ready designs for digital and offset printing for both commercial and retail printing.
January 2022 - August 2022
- **Politician Santino Guerra - Michigan State Representative 49th District Campaign Communications Manager & Graphic Designer**
Engineered a comprehensive communications, design, and marketing strategy for Mr. Guerra's political campaigns; boosted voter engagement by 40% and increased social media followers by 25% within six months.
September 2019 - January 2020

Accomplishments:

- **Governor Proclamation - "Solidarity Forever" Mural**
Designed and developed the "Solidarity Forever" mural (12' x 48'), honored by the Governor of Michigan's signed Proclamation, raising public awareness and celebrating UAW Local 598's 80-year legacy.
- **The New York Times - Client Review**
Executed a comprehensive rebranding strategy for Charma's Green Chips, securing a glowing review in *The New York Times* and boosting market visibility in the organic snack sector.
- **The Detroit Free Press - Banner Showcase**
Implemented a series of banners for UAW Local 598, achieving a significant increase in event attendance and securing a feature in *The Detroit Free Press*.

Education:

- **University of Michigan - Flint**
Bachelor of Fine Arts in Visual Communications
Graphic Design Concentration
Communications Minor
- **College For Creative Studies**
DC3 Client Services Boot Camp Program
Program Certification

Skills:

- Branding • Brand Identity Systems • Logo Design • Typography • Layout Design • Color Theory • Vector Design
- Digital Design • Artificial Intelligence Software • Digital Printing • Offset Printing • Large Format Printing
- Sublimation Printing • Third-Party Vendor Printing • Variable Data & Mass Mailing • Photo Editing • Videography
- Video Editing • Motion Graphics • Adobe Creative Suite • Illustrator, InDesign • Photoshop • Acrobat Pro
- After Effects • Premiere Pro • Media Encoder • ChatGPT • Adobe Firefly • QuarkXPress • Flexi
- Fiery Command WorkStation • VanceAI • Pixelied • Vector Magic • Astute Graphics • Markzware
- Text-To-Image AI Generators