



PROFILE

JOSHUA McDOWELL
Creative Director
Designer | Marketer | Brand Builder
090 2677 0666
jmcdownell00@gmail.com
Josh-McDowell.com
linkedin.com/in/joshuamcdowell

INTRODUCTION

I have an obsession with popular culture, a passion for striking imagery and language, and I love a good challenge. I thrive on elegant, creative design solutions – crafting engaging advertising and marketing campaigns, building strong, memorable brands, and creating user-focused interactive experiences.

For more than five years now, I've been leading and developing teams of talented creative professionals. Together, we've won new business and new business, as well as an award or two along the way.

LANGUAGES

English – Native
Japanese – Conversational (JLPT N3)

EXPERIENCE

08.16-present | Creative Director/Editor-In-Chief,
Japan Partnership, Inc./Metropolis, Tokyo, Japan

Leads an editorial team in the monthly publication and web presence of one of Japan's most popular English-language magazines

Led team through branding exercises to define the magazine's vision, mission and future, resulting in new direction for content and a redesign

Within 6 months, doubled web traffic, which continues to grow month-over-month, as well as demand for the print magazine

Leads network of creatives on a number of agency-type projects, such as marketing, consulting, creative services and event planning

09.10-03.16 | Associate Creative Director
Bisk Education, Inc., Tampa, FL

Promoted successively from hire as graphic designer to associate creative director

Led team of nearly 30 designers, front-end developers and copywriters in marketing and branding creative for Bisk's academic clients, such as Notre Dame, Villanova, Florida and Michigan State universities

Launched dozens of new products with new and existing clients, attracting thousands of new customers and millions in revenue

Helped implement new team structures and work-flow processes, including agile design sprints, and a new model for pitching and presenting to clients

06.10-09.10 | Corporate Trainer
Healthsystems, Tampa, FL

09.08-06.10 | Instructional Designer
PODS Enterprises, Inc., Clearwater, FL

10.06-03.08 | English Instructor
ECC, Tokyo, Japan

02.04-09.06 | Graphic Designer
Verizon Information Services, Tampa, FL

Intern

Summer 2002 | Office of Paul Sahre, New York, NY

Summer 2000 | The Youth Forum for the EU, Brussels, Belgium

EDUCATION

AAS, Graphic Design
Parsons School of Design

BS, Journalism
University of Florida

AWARDS

50 Books/50 Covers – AIGA

Silver ADDY – AAF Tampa Bay