



Joseph Handy

Assistant Art Director,
Remington Personal Care

2447 Upham Street
Madison, Wisconsin 53704

414.510.9510

jsphandy@gmail.com

JosephHandy.com

EDUCATION

2006 **Bachelor of Fine Arts** Graphic Design and Metals
University of Wisconsin-Milwaukee

2000 **Associate's Degree** Printing & Publishing
Fox Valley Technical College; Appleton, Wisconsin

EMPLOYMENT

May 2015 – Present

Assistant Art Director Remington Personal Care Products
Spectrum Brands, Inc.; 3001 Deming Way, Middleton, WI 53562

Assist in Remington brand direction; Manage men's category visual direction, creative staff, freelance and graphic execution; Collaborate with key stakeholders in marketing and structure engineering; Develop information architecture and product presentation; Conduct and participate in concept reviews; Organize and implement sub-brand family strategies; Event planning and production; Photoshoot and art direction.

February 2010 – May 2015

Senior Designer Remington Personal Care Products
Spectrum Brands, Inc.; 601 Rayovac Dr, Madison, WI 53711

Concept packaging for men's and women's personal care products all the way through production; Render three-dimensional images to demonstrate product features; Develop logos for sub-branding; Establish new brand guidelines; Extend packaging programs with an established look and feel to include new products; Create original packaging for retailer specific projects; Aid in naming and copy writing; Help manage production and junior design staff; Photoshoot direction.

July 2008 – Present

Freelance Designer
HyperNest; Milwaukee, WI 53202

Work with small businesses and not-for-profit on identity, collateral, website and presentation designs using the most current industry standard hardware and software. Communicate design rationale to clients; Created original artwork and illustration, and coordinated printing and production.

August 2006 – July 2008

Graphic Designer
Thiel Design; 325 E Chicago St, Milwaukee, WI 53202

Worked from concept to completion, independently and collaboratively, on identity, collateral, environmental, package, website and presentation designs using the most current industry standard hardware and software. Communicated design rationale to clients; directed artwork requests, photoshoots, and coordinated printing and production.

October 2002 – June 2006

Designer
UW-Milwaukee, University Housing; Milwaukee, Wisconsin

Created branding and promotional material for new student housing to attract new and retain existing residents; Directed photoshoots and artwork requests; Collaborated with event coordinators promoting resident events and other student life programs.

ADDITIONAL SKILLS

Adobe CS Creative Cloud: Illustrator,
Photoshop, InDesign, Acrobat Distiller

Photography

Keyshot 3D Rendering

Sketch-Up 3D

Microsoft Office