

Joe Bailey

[PORTFOLIO](#)[LINKEDIN](#)

GRAPHIC DESIGNER

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SUMMARY

Creative professional with 10+ years of experience shaping brand presence through visual design, brand campaigns, and digital content. Skilled at executing cohesive brand experiences across retail, digital, and social spaces from concept to launch. Experienced in cross-functional collaboration with operations and vendor teams to bring brand moments to life, engaging customers and driving results. Passionate about connecting design, storytelling, and service to elevate the customer experience.

SKILLS

- Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, Acrobat), Figma, Canva
- Software: PowerPoint, Excel, Google Workspace, Wordpress, Shopify, Quickbooks, Shipstation
- Marketing & Branding: Packaging Design, On-site activation, retail and hospitality marketing, campaign rollout
- Digital Marketing: Shopify, Meta Business Suite, Google Ads, TikTok for Business, Amazon Seller Central
- Photography & Content: Product and lifestyle photography, short-form video capture and editing
- Collaboration: Cross-functional coordination with operations, and vendor teams
- Visual merchandising, signage management, storytelling through data and visuals

WORK EXPERIENCE

CREATIVE DIRECTOR

Afficionado Coffee Roasters – New York, NY
2019–2025

- Directed brand marketing and visual identity for a multi-channel hospitality and coffee company, ensuring consistency across cafés, wholesale programs, packaging, brand collateral and digital platforms.
- Led on-site brand activations and merchandising for café and event spaces, designed and oversaw signage, displays, promotion, messaging and seasonal rollouts.
- Designed and maintained company website with original photography, copy, icons, user interface, and product updates.
- Managed and designed print and digital signage, menus, wooden and metal tackers, and in-store collateral that aligned with evolving brand standards.
- Produced photography and video content for marketing campaigns, social media, and client collaboration.
- Grew social media presence organically by 300% through strategic storytelling, team management, and content creation.
- Oversaw flagship retail café launch. Coordinated point-of-sale system setup, in-store marketing, branded décor, online sales visuals (Doordash, Caviar, Square) and press/media coverage to ensure a polished guest experience.
- Collaborated with production partners on packaging, promotional merchandise, and custom installations for clients including American Express, Peloton, Meta/ Facebook, The Metropolitan Museum of Art, Bloomberg, NBC, Pura Vida, and iShares (Blackrock).
- Managed digital storefronts (Shopify, Amazon, Meta, Google, TikTok) and fulfillment logistics, achieving consistent year-over-year sales growth of 30% or more over four years. Launched and coordinated Amazon FBA program.
- Directed international content shoots at origin (Brazil, Rwanda, Peru, Guatemala, Nicaragua) to capture storytelling assets for brand campaigns and sustainability narratives.

LEAD GRAPHIC DESIGNER

Roman & Sunstone – New York, NY
2014–2019

- Executed brand and marketing design for national retail programs (Walmart, Target, Kohl's, Amazon, JCPenney, Macy's), including packaging, digital mockups, product photography and in-store displays.
- Designed visual merchandising assets and created physical mockups for retail environments.
- Produced digital and print content for seasonal campaigns, trade shows, and client presentations.
- Managed photography and post-production for e-commerce and promotional signage (2,500+ SKUs).
- Liaised with vendors in the U.S. and overseas to ensure on-time production, quality, and brand alignment.
- Prepared detailed visual sales reports and marketing decks for internal and client review.

EDUCATION

B.A. in Visual Communication, Minor in Studio Art
Loyola University Chicago