

# Joe Estrem

Creative Designer + Strategist

## Profile

### Contact

estremjoe@gmail.com

### Statement

A creative based in Tokyo, Japan who specializes in creating smooth & unique brand experiences across print and digital platforms.

### Website

joeestrem.com

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## Education

### 2017 BFA in Communication Design

Milwaukee Institute of Art & Design  
Cum Laude Graduate  
MIAD's Study Abroad: Florence, Summer 2015

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## Skills

Adobe AfterEffects  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Adobe Photoshop  
Adobe XD  
CSS (Basic)  
C# (Basic)  
Figma  
HTML (Basic)  
Japanese (JLPT N3)  
Marketing Strategy  
Microsoft Office

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## Design Ventures

### Cream City 5K

Worked pro bono to develop the identity, website, and promotional advertising.

### Milwaukee Lettering Club

A Milwaukee-based lettering group.

## Experience

### Housing Japan

Creative Director, 03.22-Current

Led rebranding initiative which resulted in a more modern identity, improved UI/UX design across our website, stronger social media presence which brought a 300% increase in followers, and a revised marketing strategy. Additionally, I played a pivotal consultation role for other projects including direction on brand identity, digital and print promotional assets, and computer-generated imagery.

### Freelance Graphic Design

05.19-02.22

Developed a 43 page proposal presentation to host the 14th International Symposium on Pediatric Pain for Children's Wisconsin.

Created brand identity for State of Mind Yoga including logo, brand guidelines, business essentials, and website. Provided continued design support in digital & print advertising for several years.

### Kohl's

Print (A) & Social Media (B) Designer, 10.19-04.19

A. Worked on an experimental team that focused on developing a more contemporary application of the Kohl's brand in print. This study covered magazines and direct mailers.

B. Utilized organic style social media design across various popular platforms to promote and bring life to products. Projects required idea concepting with a team, coordinating with photographers, retouching photos, and compiling final assets in Adobe Illustrator or Adobe AfterEffects.

### Newaukee

Lead Designer, 05.17-04.18

Worked independently to translate the company's ideas into print & digital solutions. Created branding and promotional assets for events as well as helped host them.