

Joseph Donald Blair

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A talented professional designer, comfortable in digital and traditional media/workflows.

Joe values diversity and process in the workplace. He provides custom solutions considering business & visual needs. He has been serving companies like New Balance and other world-class groups for over a decade.

EXPERIENCE

Mt. Vernon Group Architects *Architectural Graphic Designer* 2024—CURRENT

Developing proposals, presentation materials & project based visual/graphic design.

Umbrella School *Teacher* 2022—25

Laser-cutting and vinyl-cutting/application class curriculum development and hosting.

Endicott College *Professor* 2020—23

Curriculum development for advanced typography courses and graphic design software.

Bluebird Graphic Solutions *Design Director & Project Manager* 2020

Managing teams, budgets, schedules of architectural signage projects. Client relations & internal visioning leader.

IA Interior Architects *EGD Job Captain* 2018—20

Support technical aspects for EGD team, collaboration with interiors team & client. Technical drawings for construction documents.

MassArt *Professor* 2017—18

Communication Design Dept., supported in summer program curriculum development and as GD classroom TA.

New Balance *Graphic Designer* 2016—17

Part-time working under Janet Perry and the global branding team on projects including flagship stores.

Sasaki Associates *Experiential Graphic Designer* 2013—15

Wayfinding signage design, including map illustration, research, ADA compliance, involved throughout all phases of design, punch-list and closeout.

DCL (Design Communications LTD.) *Graphics Lead* 2011—13

Managing project from design/engineering aspect. Creation of fabrication documentation based on design intent for signage and EGD projects.

EDUCATION

Masters in Design Innovation

Massachusetts College of Art & Design

2018 3.83 GPA

Bachelors of Fine Arts **Massachusetts College of Art & Design** 2011

PUBLICATIONS & EXHIBITIONS

Big Beer Label Book *Digital* 2016

An Economic Case For Wayfinding Vis-à-vis Return- On-Investment *Medium.com* 2016

MDES 1 The Inaugural Show From The New Master of Design Innovation Graduate Program **Boston, MA** 2016

CRLS Alumni Photography Show: Cambridge Arts Council **Cambridge, MA** 2014

Othello Poster Featured in The 13 Best Othello Book Cover & Poster Designs **Arogundade** 2010

Type Show: MassArt Boston, MA 2009

AP Portfolio Class Exhibit: University Lutheran Church **Cambridge, MA** 2006

NOTABLE SKILLS:

ADOBE SUITE (PHOTOSHOP, ILLUSTRATOR, INDESIGN, PREMIER, AFTER-EFFECTS, &C.)

3D MODELING

PHOTOGRAPHY

ILLUSTRATION

LEADERSHIP

CONCEPTUAL DESIGN/DEVELOPMENT

CODE