

# JOSHUA DEAN

## Production Graphic Designer

Atlanta, GA | jrd@blacksheepe.com

### SUMMARY

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Production Graphic Designer with 20+ years of experience delivering print-ready artwork, retail signage, POS materials, and large-format graphics for high-profile clients and organizations. Strong hands-on expertise in Adobe InDesign, Illustrator, and Photoshop, with a proven record producing print production and production artwork for signage, banners, decals, event collateral, and branded merchandise. Skilled at managing production files from concept through vendor collaboration to ensure accurate, on-brand, print-ready output on tight timelines.

### WORK EXPERIENCE

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#### Founder, Creative Director & Sr. Graphic Designer

2007 – Present

BLCKSHPE Design Agency — Atlanta, GA

- Lead creative direction, branding, and print production for 100+ business clients, producing print-ready artwork and production files for logos, retail signage, event signage, and print collateral using Adobe InDesign, Illustrator, and Photoshop.
- Partner directly with clients and production vendors to define graphic design requirements and ensure accurate, print-ready output for signage, marketing materials, and branded merchandise.
- Consulted for organizations including American Express, UCLA, and Cirque du Soleil on design, branding, and production artwork.

#### Graphic Designer — Freelance

2026

Free National Movement (FNM) — The Bahamas

- Produced print-ready campaign collateral (flyers, mailers, posters), event signage, banners, billboards, and branded merchandise for the FNM's 2026 general election campaign supporting Opposition Leader Michael Pintard.
- Delivered production artwork for large-format graphics, including event signage and banners, across the nationally contested 41-seat House of Assembly race.

#### Sr. Graphic Designer

2014 – 2024

Vectour Transportation — Atlanta, GA

- Designed branding and marketing collateral, art directed internal and external business communication, and produced print-ready artwork and production files to maintain design consistency across large-format applications.
- Designed compelling company proposals that significantly contributed to the successful acquisition of multiple seven-figure bids.
- Boosted brand visibility through large-format, eye-catching graphics applied to the company's fleet of vehicles.
- Maintained a successful 10-year client partnership, demonstrating reliability and excellence in production and service delivery.

## Art Director & Sr. Graphic Designer

2019 – 2024

To Be Hosted — New York, NY

- Managed branding and digital design for a full-service event media company, creating production-ready files and production artwork for books, magazines, and signage, including banners, posters, directional signs, and sponsored materials.
- Produced experiential designs and event signage in partnership with brands including P&G, Pepsi, Pinterest, YouTube, and Chandon, maintaining brand-guideline consistency across all production artwork.
- P&G HBCYOU: Designed a branded, luxury restroom trailer for FAMU and North Carolina Central's homecomings, helping generate 54.5 million+ impressions.
- 2024 Creative Class Awards: Conceptualized and designed event signage, featured on BizBash.com.
- While Entertaining Magazine: Designed the layout of 4 issues, increasing engagement and sales and earning a feature in The New York Times' T List.

## Graphic Designer — Freelance

2024

Black Leadership Federal PAC — Philadelphia, PA

- Produced a full suite of print-ready campaign assets — flyers, mailers, posters, event signage, banners, and billboards — plus branded merchandise for a Philadelphia-based Super PAC supporting the 2024 presidential campaign.
- Delivered production artwork for voter-outreach materials in a \$1.2 million-funded campaign across one of the most consequential battleground markets in the race.

## Creative Director & Sr. Graphic Designer

2011 – 2023

Wondaland Records — Atlanta, GA

- Led visual content creation and production artwork for five recording artists across photoshoots, tours, festivals, video shoots, social media, and packaging layouts, reaching a combined audience of 20 million+ monthly viewers and listeners.
- Oversaw production processes to ensure quality standards, managed six-figure production budgets with 100% adherence, and negotiated vendor rates within budget constraints.
- Forged strategic partnerships with culturally relevant brands including MTV, Billboard, Epic Records, Toyota, and Town Square Media.
- Generated merchandise and apparel sales exceeding \$20,000 within the first three weeks.

## Jr. Graphic Designer

2017 – 2018

NSG SWAT by Kirshenbaum — New York, NY

- Provided brand identity, marketing, and product design across diverse projects, adapting to agency and client brand standards for companies including Eleven by Venus Williams, Wheels Up, and 30 E 31, a luxury NoMad, NYC condominium.

## EDUCATION

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Bachelor of Business Administration (BBA), Marketing — Morehouse College

## SKILLS

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**Tools:** Adobe InDesign, Illustrator, Photoshop, Adobe Creative Cloud, Figma, Webflow, Microsoft Office, Excel, Mac iOS, MidJourney

**Practice:** Print Production, Print-Ready Files, Production Artwork, Large-Format Graphics, Retail Signage, POS Materials, Retail Marketing Assets, Decals, Brand Identity Design, Typography, Layout & Book Design, Merchandise Design, Digital Art, Web Design