



JOSHUA LEMON

Brand Designer | Digital & Visual Communications

HELLO!

I am a graphic and brand designer with nearly two decades of experience creating strategic and visually compelling designs. I have worked with global startups, leading regional companies, and local businesses, delivering branding and performance-driven marketing solutions.



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Minneapolis, MN

Professional references available at jhlemon.com

TOOLS & PLATFORMS

Design: Adobe Creative Suite, Figma, Canva, Express, MS PowerPoint,

Audio: LogicX/Garageband, Audacity

Growth & Marketing: Unbounce, Litmus, Constant Contact, SendGrid, MoxiWorks

Operations & Collaboration: Slack, Teams, Asana, Trello, Workfront, Monday.

SKILLS & EXPERTISE

- **Brand Strategy:** Brand Identity Development, Visual Systems, and Cross-Functional Leadership.
- **Digital & UX Design:** UX/UI Enhancements, Landing Page Architecture, & Website Modernization.
- **Performance Design:** Direct Response Advertising, A/B Testing, & Social Media Ad Creative.
- **Creative Production:** Multi-channel Collateral, End-to-End Podcast Production, VO, & Infographic Design.

PROFESSIONAL DEVELOPMENT

- **Advanced Multimedia:** Expanding end-to-end production capabilities into motion graphics and video editing via Adobe After Effects & Premiere Pro.
- **AI-Assisted Design:** Integrating Generative AI tools to expedite concept ideation, asset iteration, and creative output.

EXPERIENCE

FREELANCE/CONSULTING - Nov. 2024 - Present

- Delivering high-impact creative solutions for diverse clients while maintaining a 100% project completion rate and seamless brand continuity during professional transitions.
- Executing creative strategy for a broad client base, ranging from global startups like **Paradromics** (in progress brand activations and website reskins) to marketing agencies like **Digidell Direction** (high-converting landing pages and social assets).

SubjectWell - Austin, TX

LEAD BRAND DESIGNER - Oct. 2023 - Nov. 2024

- Led brand design execution and maintained consistency across all marketing materials.
- Created multi-channel collateral — websites, ads, social media, trade shows, infographics and presentations.
- Collaborated cross-functionally to align creative direction with business and product goals.
- Redesigned website UX/UI to improve user engagement and conversion.
- Led the creation of a brand design system and style guide, enforcing visual consistency across marketing channels and enabled efficient content production for cross-functional teams.
- Designed and optimized performance marketing assets based on A/B testing insights.
- Produced email campaigns and landing pages that supported acquisition and engagement goals.

DIGITAL DESIGNER - Apr. 2022 - Oct. 2023

- Led creative for SubjectWell's patient-facing brand, TrialSearch.
- Designed paid and organic campaign assets across Facebook, Instagram, and banner ad placements.
- Designed UX enhancements for proprietary web and software platforms.
- Created and tested email marketing campaigns and developed high-converting landing pages.
- Collaborated closely with the VP of Marketing, contributing to a promotion to Lead Brand Designer.

Edina Realty - Edina, MN

SR. GRAPHIC DESIGNER - Dec. 2018 - Apr. 2022

- Managed MoxiWorks automation as the sole creative owner for corporate and agent template systems.
- Led operations and workflow by implementing Workfront and co-defining project management roles.
- Produced a 10-part podcast series including end-to-end scriptwriting, hosting, and audio editing.

GRAPHIC DESIGNER - Apr. 2013 - Dec. 2018

- Executed high-volume production of multi-channel print and digital assets for a diverse range of clients, campaigns and events.

Full career history and additional project details available on [LinkedIn](https://www.linkedin.com/in/joshuahillemon).