

# JOSHUA LEMON

BRAND & GRAPHIC DESIGNER  
BRAND | DIGITAL | PRINT

PORTFOLIO: [jhlemon.com](http://jhlemon.com)

## CONTACT

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## HELLO

15+ years of hands-on design and execution across high-growth marketing, regulated industries, and community storytelling.

Whether I'm building brands, designing for a high-stakes acquisition, or producing a 10-part podcast series, my goal is always the same: to translate complex missions into visuals that help people and brands feel seen and connected.

*Professional references available at [jhlemon.com](http://jhlemon.com)*

## TOOLS

- Adobe Creative Suite, Figma, Canva, Google Workspace, Adobe Express, PPT
- Unbounce, MoxiWorks, Litmus, *(and more email marketing platforms than I care to remember)*
- Workfront, Monday.com, Asana, Slack, MS Teams
- Garageband, Logic Pro X, Audacity, After Effects

## EXPERTISE

- Brand Identity & Design Systems
- Multi-Channel Campaign Design
- Performance & UX/UI Design
- Large-Format & Event Design
- Regulated Industry Experience
- Investor Presentation Design

## CURRENTLY EXPANDING

- Motion graphics
- Video editing
- AI-assisted design tools

## EXPERIENCE

**Brand Consultant & Designer** NOV. 2024 – PRESENT  
FREELANCE — MINNEAPOLIS, MN

- **Senseye.co:** Brand identity refresh *in progress* for a mental health diagnostics startup focused on PTSD detection and treatment support.
- **Paradromics:** Embedded creative partner during a high-stakes brand transition — website reskin, investor decks, templated presentations, and brand collateral ahead of a major agency hand-off.
- **Digidell Direction:** Visual identity and conversion-focused assets for search and social campaigns across multiple service-based clients.

**Lead Brand Designer** OCT. 2023 – NOV. 2024  
SUBJECTWELL — AUSTIN, TX (Remote)

- Led brand refresh repositioning SubjectWell from venture capital to private equity narrative — contributing to acquisition by WindRose Health Investors, Q2 2024.
- Architected global design system and style guide across all patient recruitment and corporate marketing channels.
- Designed full tradeshow booth for SCOPE, the premier clinical trial patient recruitment conference.
- Multi-channel assets: websites, social, tradeshows, infographics, investor presentations.

**Digital Designer** APR. 2022 – OCT. 2023

- Led creative for TrialSearch, SubjectWell's patient-facing brand. Paid and organic assets across Facebook, Instagram, and search.
- A/B tested landing pages, email campaigns, and social ads — driving measurable improvements in CTR and patient enrollment.

**Senior Graphic Designer** DEC. 2018 – APR. 2022  
EDINA REALTY — EDINA, MN (In-house) MN's largest real estate brand

- Supported 75+ offices and 2,000+ realtors across MN & WI, collaborating directly with the Art & Marketing Director.
- Developed custom rebranding for Edina Realty's top-producing agents — delivering tailored brand identities, collateral, and campaign assets across print, digital, and social channels.
- Designed marketing collateral for Exceptional Properties, Edina Realty's luxury division — multi-page magazine ads, standalone books, email campaigns, and social assets.
- Sole creative owner for MoxiWorks automation — setup, templates, and ongoing enterprise system management.
- Designed booth displays and event signage for multiple large-scale corporate and agent events.
- Produced a 10-part podcast series — scriptwriting, hosting, interviews, audio editing, and distribution.
- Supported a major corporate rebrand rollout across 75+ offices — updating digital, print, signage, and large-format assets while navigating a large, tradition-minded organization.

**Graphic Designer** APR. 2013 – DEC. 2018

- High-volume design across campaigns, print, digital, and brand initiatives for one of Minnesota's most recognized brands.

Full career history at [linkedin.com/in/joshuahillemon](https://www.linkedin.com/in/joshuahillemon)