



JOSHUA LEMON

Brand | Creative Direction | Visual Communication

HELLO!

I am a graphic and brand designer with almost 18 years 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.



PORTFOLIO:
jhlemon.com

- 📞 612.702.7683
- ✉️ joshua@jhlemon.com
- 🌐 [linkedin.com/in/joshuahilllemon](https://www.linkedin.com/in/joshuahilllemon)
- 📍 Minneapolis, MN

*Professional references available
at jhlemon.com*

TOOLS & PLATFORMS

Design: Adobe Creative Suite, Figma
Canva, Unbounce, Express, MoxiWorks

eMail Platforms: Litmus, Constant
Contact, SendGrid, iContact, Adestra,
Netcore

Collaboration & Project Management:
Slack, Teams, Asana, Trello, WorkFront
Monday, 15Five, Bamboo

SKILLS & EXPERTISE

- Performance Marketing Design
- A/B Testing
- Direct Response Advertising
- Branding Strategy
- Brand Identity Development
- UX/UI Enhancements
- Cross-Functional Collaboration
- Email Marketing Design
- Landing Page Creation & Optimization
- Social Media Ad Design

EXPERIENCE

SN. GRAPHIC DESIGNER - Mar. 2025 - Oct. 2025

AE2S (Advanced Engineering and Environmental Services) Grand Forks, ND

- Led creation of marketing collateral across digital and print, including websites, newsletters, ads, social media, trade show materials, infographics, presentations and brochures.

LEAD BRAND DESIGNER - Oct. 2023 - Nov. 2024

SubjectWell - Austin, TX

- 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.
- Developed brand guidelines to ensure a cohesive visual identity across platforms.
- 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

SubjectWell - Austin, TX

- Led creative direction for SubjectWell's patient-facing brand, TrialSearch.
- Designed paid and organic campaign assets across Facebook, Instagram, TikTok and banner ad placements.
- Implemented 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.

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

Edina Realty - Edina, MN

- Developed marketing materials for corporate, office and top agent initiatives.
- Designed collateral across channels — brochures, print and digital ads, email campaigns, trade show materials and podcasts.
- Ensured consistent brand messaging across all platforms.

Please contact for more information regarding the positions below

Graphic Designer - Apr. 2013 - Dec. 2018 - Edina Realty - Edina, MN

Media Designer - June 2007 - Apr. - 2013 - Brodd's Garage - New Media Service Station - Minneapolis, MN