



JOSH BUTLER
DESIGN + ART DIRECTION

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SUMMARY

Senior creative with past work that has included branding, marketing/advertising (print, digital and out-of-home), packaging, publishing, environmental, website/user interface, motion and illustration on behalf of large and small clients in a variety of industries. Dependable, lead-by-example type with a diverse skill set and a keen eye for detail. Empathetic. Inquisitive. Resourceful. Adept at multitasking and capable of delivering high-quality work no matter the medium.

select clients: san diego zoo wildlife alliance, universal destinations and experiences, netflix experience, caterpillar (corporate, subsidiary brands and a myriad of internal business units, with work appearing worldwide), exxon, mikeroweworks, ameren, afb international, jeni's ice creams, easterseals, first response team of america

RECENT WORK EXPERIENCE

ART MACHINE INTEGRATED VISUAL DESIGN AGENCY, ENTERTAINMENT INDUSTRY

SENIOR ART DIRECTOR 06/2024-Present

- Contributed ideas, headlines, scripts, storyboards and sketches for marketing campaigns.
- Created 2D + 3D logos for entertainment events, experiences and brand extensions.
- Built brand-focused pitch decks and art concepts for prospective clients.

ART DIRECTOR 02/2023-06/2024

- Designed 2D + 3D logos for theme parks, rides, restaurants, retail stores and within.
- Concepted and composited key art visuals for print and digital campaigns.
- Presented work and provided feedback to colleagues in internal creative critiques.

SIMANTEL FULL-SERVICE B2B MARKETING AGENCY

SENIOR ART DIRECTOR 02/2016-10/2022

- Supervised projects while holding primary creative responsibilities on others.
- Interacted with clients, offering rationale, building trust and influencing decisions.
- Transitioned to remote work, providing feedback that enabled agency growth.
- Covered other job roles, hastening delivery times and freeing up resources.
- Reduced rework by suggesting ways to streamline interdepartmental handoffs.
- Identified recurring departmental issues and undertook efforts to resolve them.
- Secured additional revenue by taking on unscheduled, last-minute projects.
- Mentored junior colleagues and created reference documentation.

ART DIRECTOR 02/2013-02/2016

- Collaborated with agency teams to develop integrated marketing campaigns.
- Engaged and oversaw external vendors in the creation of outsourced materials.
- Assumed prepress production responsibilities and performed press checks.
- Built landing pages and connected experiences in Adobe Experience Manager.
- Determined photography styles and directed photo/video shoots.
- Pitched campaign ideas and presented work to clients.

DESIGNER 04/2010-10/2013

- Developed brand assets including logos, identities, guidelines, and stationery.
- Created print materials including ads, brochures, posters, mailers and more.
- Animated banners, coded emails and designed websites and interactive content.
- Produced physical mockups and presentation boards for meetings.
- Prepared artwork for printing on apparel and other products.

JOSH BUTLER DESIGN OWNER 02/2008-Present

- Created brand assets, websites, tradeshow graphics and marketing materials.

SKILLS & SOFTWARE

creative strategy
ideation
art direction
graphic design
advertising
typography
layout
compositing
retouching
storytelling
copywriting
proofreading
animation
shoot direction
video production
print production
cx + ux + ui
wireframing
prototyping
html + css
troubleshooting
project management
time management
problem solving
collaboration
consistency
communication
adapability
strategic thinking
data analysis
interpersonal

adobe:
indesign
photoshop
illustrator
animate
acrobat
aem/dmc
fresco

other:
brackets
svgator
miro
imagekit
email on acid
office suites
cloud storage
productivity
messaging
mac + pc
ai

EDUCATION

BRADLEY UNIVERSITY
BS - GRAPHIC DESIGN

study abroad (london): advertising
independent study: motion graphics

ILLINOIS CENTRAL COLLEGE
AA - GRAPHIC DESIGN

AWARDS

BRONZE CLIO
BACK TO THE FUTURE BILLBOARD
2025 Clio Entertainment Awards

CAMPAIGN OF THE YEAR: B2B
TECHNICIAN RECRUITING
2014 Ad Age Small Agency Awards