



## Summary

With over 20 years of experience in art direction, brand strategy and design, I am a results-oriented creative professional with strong project management and analytical skills. My leadership extends to guiding teams, mentoring junior colleagues, and effectively managing diverse partnerships. I thrive in dynamic environments, consistently achieving more with less while maintaining a deep expertise in Adobe Creative Suite, print, digital, and technology-based business solutions.



## Education

Master of Professional Studies,  
Branding + Integrated Communications,  
2018

*City University of New York - City College*  
New York, New York

Bachelor of Arts,  
Graphic Design, 2002  
*Xavier University*  
Cincinnati, Ohio

## Certifications

Social Marketing, June 2016  
*Hootsuite Media Inc.*



## Volunteer Experience

MAIP Portfolio Reviewer, 2021  
*City University of New York - City College*  
Branding + Integrated Communications

Portfolio-in-Progress Advisor, 2020  
*City University of New York - City College*  
Branding + Integrated Communications

Leadership Committee Member,  
2015-2016  
*Leukemia & Lymphoma Society*  
Tri-State Chapter

Man of the Year Candidate, 2014  
*Leukemia & Lymphoma Society*  
Tri-State Chapter

Director of Marketing and  
Public Relations, 2008 - 2009  
*CincyUpdate*  
Cincinnati, Ohio

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## Professional Experience

### Sr. Manager, Visual ID & Product Design | American Express (2022 - Present)

- Strategically oversee and manage the visual identity of the esteemed American Express brand
- Spearhead innovative design projects by providing expert art direction and ensuring flawless project management
- Act as the key internal liaison for all card product initiatives, owning and implementing enterprise card design strategies
- Provide valuable design consultancy and reviews to ensure global consistency and premium product design

### Manager, Content & Design | American Express (2019 - 2022)

- Led the creative direction and design of assets for impactful Amex brand campaigns within the U.S. Merchant Marketing organization
- Managed the USMM Creative Content Studio, driving print, digital and environmental projects to successful completion in collaboration with stakeholders
- Ensured steadfast adherence to the Amex brand visual identity, curating asset libraries for seamless integrated marketing communications
- Expanded in-house creative capabilities, optimizing efficiency and reducing project turnaround times

### Marketing Manager/Art Director | Division of Human Genetics, Cincinnati Children's Hospital Medical Center (2012 - 2019)

- As the primary creative strategist, spearheaded national promotions for diagnostic labs, significantly contributing to multi-million dollar genetic testing revenue
- Directed all print and digital content as the Art Director, maintaining brand guideline adherence across communication channels
- Established a strong trade show presence mirroring the brand and the latest integrated marketing campaigns at key annual conferences
- Led a multifaceted team, managing project deadlines, marketing budgets and the coordination of video/photo shoots

### Senior Graphic Designer | Corporate Communications, Ohio National Financial Services (2007 - 2012)

- Drove the creative overhaul of the ONcore variable annuity visual identity, showcasing exceptional leadership and design expertise
- Provided crucial executive presentation support, marketing material design and meticulous proof reviews
- Recognized for excellence, achieving the honor of Partner-in-Quality and induction into the prestigious 2008-2009 Tiger Team for outstanding contributions

For complete employment history, please visit  
[linkedin.com/in/josephyoo](https://www.linkedin.com/in/josephyoo)