



Summary

Creative leader with 15+ years of experience shaping global brand identities and visual systems across financial services, healthcare and lifestyle industries. Expert in leading concept-to-launch creative strategy, visual storytelling and design governance that drive measurable business impact. Combines design vision with data-driven insight, leveraging emerging tools, including AI-powered design solutions, to streamline workflows, elevate craft and deliver customer-centric experiences.



Education

Master of Professional Studies,
Branding + Integrated Communications
City University of New York - City College
New York, New York

Bachelor of Arts
Graphic Design
Xavier University
Cincinnati, Ohio

Certifications

Social Marketing
Hootsuite Media Inc.

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Professional Experience

Sr. Manager, Global Card Design Strategy | American Express (2022 - Present)

- Leading design strategy and end-to-end development of the Amex card portfolio, shaping visual identity across digital, print and physical product experiences
- Steward of the global brand design system, ensuring creative consistency, cultural relevance and premium craft across all markets
- Partnering with Marketing, Product and Technology teams to translate business objectives into elevated, design-led solutions
- Integrating emerging design technologies, including AI-assisted ideation and visualization, to streamline creative development and expand conceptual range
- Providing art direction and design governance for international card launches, ensuring alignment with brand values and customer experience standards

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

- Directed creative strategy, concept development and execution for Amex brand campaigns, reinforcing brand personality and tone of voice
- Managed the in-house Creative Content Studio, overseeing design systems, digital assets and photography direction for omnichannel campaigns
- Led the review and feedback process for all marketing materials, third-party creative and integrated marketing campaigns
- Implemented new workflows for efficiency, including streamlined project management and creative production processes

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

- Developed and executed brand positioning strategies for national diagnostic lab promotions, supporting multi-million dollar revenue growth
- Led brand storytelling and campaign creative across print, digital and trade platforms, ensuring consistency with institutional brand standards
- Established a consistent brand identity system for trade shows and marketing communications
- Directed creative development, campaign messaging and asset creation, ensuring strong brand attribution

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

- Led brand refresh initiatives, including the redesign of the ONcore variable annuity visual identity system
- Supported executive presentations, creative asset production and brand governance
- Recognized for excellence in brand consistency and creative execution, earning multiple internal honors

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