

Joe Lifrieri

Visual Artist & Designer

Email
joe@hugsformonsters.com

Portfolio
<http://hugsformonsters.com/work/>

Biography

Joe Lifrieri is a visual artist and designer with experience in the areas of design, illustration, web development, and photography. He received his B.A. in English with a minor in Visual Art from Rowan University.

Joe is currently seeking freelance projects that are both creatively engaging and conceptually challenging. He is also seeking a rewarding full time position with an interesting creative agency or studio. (He'll move, too!)

Summary: I'm fun and you'll like me.

Education

Rowan University (2004 – 2008)

Bachelor of Arts – English, Minor – Visual Arts

GPA: 3.88, Summa Cum Laude honors, Bantivoglio Honors Society: seven semesters, Richard Mitchell Award for Creative Excellence, English Department's Outstanding Achievement Award, Dean's List: All Semesters.

Summary: I'm really smart. Like, so smart, man.

Full-time Positions

Crush & Lovely (2008 – 2009)

Graphic Designer, Illustrator, Developer

Illustration, design, and development for immersive websites and applications, including art direction for certain projects.

Freelance (2006 – Present)

Art Director, Graphic Designer, Illustrator, Developer

Design for print and web, branding and identity development, silk-screening, photography, web development and writing on web design.

DBL Systems (2006 – Present)

Graphic Designer, Developer, Art Direction

Web design and development, identity, marketing. Lead designer on all projects, implementation of designs alongside developers, developing under strict cross-browser and cross-environment guidelines.

Bands On A Budget (2006 – Present)

Graphic Designer, Art Direction

Design for merchandise, web, apparel, and marketing. Designed merchandise (T-shirts, stickers, etc.) to client specification, consolidated company identity, applied brand standards to various new media (blogs, business cards).

Summary: I've worked at great agencies with very talented people for clients large and small. I meet deadlines, exceed expectations, offer valuable input and feedback, and am a blast to work with.

Skill set

Tools

Adobe Photoshop, Illustrator, Indesign, and major Mac text editors for web development.

Summary: I am proficient with the programs you expect a designer or developer to be proficient with.

Design

Strong background in color theory, typography, branding, and illustration. Thorough understanding of conceptual, technical, and production processes for web and print design.

Summary: I am classically trained as a designer and understand what does and doesn't work both aesthetically and technically.

Web Development

Years of experience with xHTML/CSS. Knowledge of jQuery for animation and various interactivity functions. Experience with WordPress, Blogger, Tumblr, and Myspace platforms.

Summary: I can design a pretty site and then make it actually work. Development is on the forefront of my mind with every design.

Conceptualizing, Writing & Analysis

Ability to write imaginative, functional copy as well as interpreting and analyzing writing. Specialization in writing for humor.

Summary: I can come up with some pretty crazy stuff for you. Give me an hour and some paper and I'll give you something wild.

Miscellaneous Skills

Photography, silk-screening, illustration, diorama building, drawing for comics, creating faux user generated content.

Summary: You will find a way to use my talents on nearly every project, even if my design style isn't relevant.

Recognition

Featured in various galleries and publications, including:

.Net Magazine (Issue 190, Gallery Section)
Smashing Magazine (smashingmagazine.com)
CSS Beauty (cssbeauty.com)
CSS Mania (cssmania.com)
Unmatched Style (unmatchedstyle.com)
Design Dosage (designdosage.com)
Design Shack (designshack.co.uk)

And many more!