



Joel Cook

MADLUVV

Director of E-Commerce & Product Design

Roles and Responsibilities: Maximizing app and website conversions, Evaluate website analytics to make data-driven design decisions, Leading cross functional design strategies, User Research, A/B testing, Crafting user journeys, Wireframes, Interactive prototypes, Responsive design, Campaign strategy and execution, Manage project timelines, budgets, and deliverables, Develop and maintain design systems, including style guides, pattern libraries, and design components.

ROCKET MEDIA

Senior Web Designer

Roles and Responsibilities: Create wireframes, prototypes, and high-fidelity responsive designs, Create Design Systems, Lead design discussions and presentations to stakeholders, Mentor junior designers, Collaborate with cross-functional teams, Collaborate with development teams to ensure designs are translated into functional, high-quality code.

RADIANT MARKETING

Design Lead

Roles and Responsibilities: Design marketing materials such as email templates, brochures, presentations, trade show materials, Develop and maintain brand guidelines, Design E-Books, Social Graphics, Presentation Decks, Paid Ads, Manage design projects from concept to production, Develop and execute creative marketing campaigns and initiatives.

PYXL

Lead Graphic Designer [West Coast]

Roles and Responsibilities: Conduct user research to inform design decisions and continuously iterate on design systems, Product road mapping and prioritizing design initiatives, Staying current on industry trends and emerging technologies, Identifying new product improvement opportunities, Implement user-centered design practices, including user research, prototyping, and testing.

RIGID INDUSTRIES

Senior Designer

Roles and Responsibilities: Lead the design of marketing materials, including branding, advertising, and digital media, Implement brand guidelines and ensure consistency across all design materials, Manage project timelines, budgets, and deliverables, and ensure projects are completed on time and within budget, Develop and execute creative concepts, such as branding, packaging, and advertising.

AWARD - GOLD ADDY

Online/Interactive Consumer Website

 [Rob Krar: Endurance Athlete](#)

INTERVIEW - THE VARIABLE DESIGN PODCAST

Success in Graphic Design

 [Listen](#)



References



LEAD DEVELOPER + WEB MANAGER | ROCKET MEDIA

Garrett Henderson

Joel and I collaborated on many different projects ranging from full custom websites, interactive web tools, and design systems to branding portfolios and print design. Joel's yes-let's-try-that attitude was refreshing and his ability to transform ambiguous requirements into beautiful user experiences made him an incredibly valuable resource. I was inspired by Joel's creation and execution of a successful summer intern program where he mentored young designers and helped them build their portfolios. His integrity, creativity, curiosity, and empathy set him apart as one of the best designers I have worked with. I am confident he will thrive in a role that allows him to think creatively but also requires ongoing testing, analysis, and iteration.



FOUNDER + CEO | RADIANT MARKETING

Karen Cummings

Joel has consistently demonstrated his dedication to both compelling design and effective collaboration. He has a proven track record of working closely with our leadership team to implement design process improvements that have resulted in increased project profitability. Furthermore, he has a talent for working with our clients to produce timely, validated, and creative design concepts and deliverables that exceed their expectations. Joel's ability to understand and interpret client needs, coupled with his ability to execute on those needs, has made him a valuable asset to our team. He is able to lead projects from concept to completion in a way that is both efficient and effective, resulting in a high level of customer satisfaction.