



Creative Director | Visual Communications, Design, Digital, UX
+1 732 319 9382 | jo@wellknownfox.com | linkedin.com/in/jolis

EXECUTIVE SUMMARY

Creative leader with 25+ years of branding, UX/UI, design, interactive, marketing, web and product development experience. Proven track record in delivering aesthetic and performant, innovative and impactful creative experiences and digital solutions. Specializes in design, discovery, branding, strategy, creativity, technology, and driving cohesive and consistent brand experiences across digital and traditional marketing channels. Skilled in design and systems thinking and mapping, harnessing emergent technologies, custom software and app design/prototyping and creative/technical direction, and multidisciplinary collaboration. Passionate about creating meaningful connections between brands and their audiences.

KEY SKILLS

- Brand Strategy & Creative Leadership
- UX/UI Design & Digital Product Development
- Cross-Functional Team Leadership & Collaboration
- Integrated Marketing Branding & Campaigns
- Creative Brief Development & Execution
- Vendor/Agency Relationship Management
- Digital Brand Transformation & Innovation
- Project Management, Organization & Digital Asset Management
- Brand Tuning, Consistency & Messaging
- Trade Show, Retail & Event Environment Design (Live Spaces & Events)
- Adobe Creative Suite, HTML, CSS, WordPress, Figma, Sketch & more

PROFESSIONAL EXPERIENCE

Independent Creative Director @ JosephLis.com | NJ, NYC, ME, INTL | 1998 – Present

- Designed and launched record breaking turnkey enterprise ecommerce platform in the fashion industry
- Led design, creative direction, and interactive development services for international corporations
- Delivered strategies and digital brands and products that grew customer engagement and loyalty
- Developed high-level creative briefs for global campaigns ensuring alignment of brand and design
- Designed and launched a suite of seven mobile apps for Merrill Lynch's wealth management division
- Managed cross-functional teams of designers, developers, and marketing and technology experts
- Created immersive brand experiences for telecom, healthcare, and pharmaceutical clients at scale
- Created touchscreen wellness-centric applications that interface with and enhance medical devices

Senior UX/Design Contractor @ UJA-Federation of New York | 2019 – 2020

- Redesigned, prototyped, and enhanced functionality and usability of the organization's event calendar
- Developed design framework, effects and asset libraries, and functionality enhancements/optimizations
- Extended department capabilities including design, mapping, prototyping, and interactive presentations
- Provided strategic adaptation of UX/brand standards via graphic design and front-end development

Senior Consultant, UX/Interaction Creative Director @ Dow Jones | 2012 – 2013

- Unified UX/CX across thirteen unique financial products via global login portal and corporate rebranding
- Provided all creative and product design direction to executive teams and staff around the world
- Drove engagement and enhanced usability of financial products with elegant design and interactivity
- Created cross department synergies and process within product development and marketing divisions

Director, Digital Solutions @ RevHealth | 2010

- Led digital branding, marketing, and product development for healthcare and pharmaceutical clients
- Collaborated with cross-disciplinary experts to produce content and software that enhance patient lives
- Delivered agency into digital age via identity, core infrastructure, and key operations process/services
- Secured Agency of Record (AOR) status for design and digital development with Merck Pharmaceuticals

Creative Director @ HealthEd | 2009

- Designed interactive, educational, and marketing content for pharmaceutical and healthcare clients
- Utilized emerging technologies, including AR/VR, to create immersive learning and live experiences
- Drove brand awareness and value perceptions, and increased patient engagement and satisfaction
- Developed multimillion dollar brands and omnichannel marketing campaigns for Eli Lilly and Novartis

Creative Director @ Net2Phone | IDT Corp | 2001 – 2005

- Designed, developed, and deployed interactive international sales tools and VoIP market products
- Directed creative, online identity and marketing efforts after establishing digital dept and infrastructure
- Crafted and published impactful marketing materials that resonated across diverse cultural markets
- Created and managed international multichannel interactive and traditional marketing campaigns

TRAINING

Visual Communications – Katharine Gibbs School | Piscataway, NJ

Visual Communications – Middlesex Community College | Edison, NJ

United States Army – Infantryman, Squad Leader | Ft. Benning, GA