

Joe Galletta

Founder at GSPADE | Snr Art Director

joe@gspade.com

Summary

Melbourne based Senior Art Director/Designer - with a wealth of experience across web / app design, UX, retail, photosthoot art direction, interface design and publishing solutions, brand design and creative development. Visit gspade.com to see my latest projects and a selection of my design work including Kaspersky, Myer, and The Good Guys.

Main specialities include digital design, art direction for brands and products, content design, typography and iconography, art direction for shoots incl. product photography, logo/brand identity and guideline creation, advertising concepts and marketing campaigns.

Client experience include Apple, Mc Donalds, P&G, Coca-Cola, Bacardi Lion, Australand, Chemist Warehouse, Hudsons, Emirates Group, Musahi, BetEasy, Kaspersky, Bulla, Kikoman, Triathlete, Cadbury, Movenpick, Subway, Sigma, Acquire Learning, Aquila, Maxus, Melbourne Uni, Alliance Insurance, J&J, Pfizer, GSK, Domino's, Colse, Woolworths, CUB, Lion, Myer, The Good Guys and more.

Software skills include Adobe CC Suite Expert at InDesign, Photoshop, Illustrator, DPS, AEM Mobile, Adobe Animate, After Effects (intermediate), Muse. Also Wordpress website dev and Sublime. I've recently started to use Sketch(basic) and InVision.

Contact me at joe@gspade.com or 0407 454 802

Experience

Founder at GSPADE

February 2007 - Present

Leading a team in creating and executing strategic social media and online Marketing plans to generate leads for businesses and brands. Specialising in Advertising and Marketing.

We help:

- Decrease workload on current staff
- Website / Landing Page and Blog development
- No need to hire full time marketing person or team
- No need for an expensive full house agency
- Direct results and with a focus on positive ROI

Digital Art Director at The Good Guys

May 2015 - Present

Leading multichannel campaigns predominantly in the digital space. Collaborating with multiple teams while leading and mentoring a small team of digital designers in creating various online pages, concepts, gathered research, testing and innovation.

- UX Design and research
- Direction and creation of multichannel campaigns
- Software and Innovation lead
- UI Designer
- Photo Retouching and Comps
- Motion Graphics
- HTML5 and Dynamic Display ads
- A/B testing for online and EDM
- Google Analytics, Crazy Egg, Cheetah Mail and Optimizely experience
- UI Designer
- Brand book creation and gate keeper
- Corporate and special presentations creative; Prezi, Keynote and PowerPoint

Founder at YourWebsite.Host

February 2014 - Present

Creative solutions

Freeagent - Designer at Clemenger BBDO

June 2014 - May 2015 (1 year)

Designer specialising in Myer brand catalogue finished art, layout, and conceptual illustration.

Specialising in:

- Catalogue and advertising designer
- Vector illustration
- Catalogue layout
- Fashion models and product retouching

Freeagent - Designer and Retoucher at Cyclone The Agency

December 2013 - May 2014 (6 months)

Designer specialising in brand management and advertising for print and digital mediums.

Specialising in:

QIC Group retail shopping centres; Eastland, Canberra Centre; Water Gardens and Robina.

Duties included:

- Campaign finished art roll out
- Photo retouching and colour correction
- Finished Art for various advertising mediums ATL/BTL
- Newsletter layout design and production

Freeagent - Designer and Retoucher at Freeagent - Optimo Designs

June 2013 - December 2013 (7 months)

Catalogue production layout and finished art.

Advertising design for various platforms and mediums.

Clients include:

Amcal, Guardian, Sigma, Hudson's, Musashi, Cadbury, Bulla, Kikoman and Lion.

Duties included:

- Campaigns
- Keynote storyboards and presentations
- Photo retouching and colour correction
- POS and VM design and production
- Catalogue layout design and production

Designer - Chemist Warehouse at Publicity Press / Graphic Jam

January 2011 - May 2013 (2 years 5 months)

Catalogue production layout and finished art.

Creative output and deliverable for pharmacy brands.

Clients include:

Chemist Warehouse, MyChemist and Triathlete

Duties included:

- Magazine UI/UX tablet design
- Photo retouching and colour correction
- POS and VM design and finished art
- Catalogue layout design and production

Graphic Designer at Sensis

January 2008 - March 2010 (2 years 3 months)

Finished artist and editor with a keen eye for detail. Creating print adverts for Yellow Pages annual books. Creating and updating client information and branding while exceeding weekly work quota.

Duties included:

- Print Production and Finished Art
- Page layout advertising

Intern Designer at MILC

April 2007 - November 2008 (1 year 8 months)

Designer responsible for the conceptual design and illustrations of promotional products, POS, branding and FMCG promo packaging for various brands.

Clients included:

Bacardi, Syd Uni, Dulux, Jim Beam & Village Road Show.

Duties included:

- UI design
- Conceptual illustrated packaging illustrations
- Illustrated and digital story boards of branded Promotions
- Illustrations and finished art to help overseas and local manufacturers to produce GWP and POS products

Education

General Assembly

User Experience Design (UXD), (UX/UI), 2015 - 2016

RMIT University

Graphic Arts, 2005 - 2008

Activities and Societies: Photography

Honors and Awards

iPad Magazine Innovation, Australian Catalogue Awards - for Myer, Australian Catalogue Awards - for The Good Guys, Google DCS – Rich Media Display Ad Advertising

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[Contact Joe on LinkedIn](#)