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JO LIS / EXECUTIVE SUMMARY

Visionary digital UX / creative director / designer, experiential artist, and multidisciplinary innovation expert with over 20-years of cross-industry expertise. Value-driven systems theorist with deep experience in all stages of design, marketing, product, user experience, development, and business growth lifecycles. Conscious artistic engineer and technologist best known for increasing prestige, influence, and returns in the global marketplace through innovative designs, solutions, strategies, and overall engrossing experiences that grow business to a greater potential.

PROFESSIONAL EXPERIENCE

• MULTIDISCIPLINARY UX / CREATIVE DIRECTOR / DESIGNER

Jun 98 - Present @ Creative Firepower

Cultivate business grow through design innovation. Mindfully craft scalable systems, tools, processes, products, brands, and experiential design solutions for clients around the world.

- **Automatic Data Processing** - Innovated design systems and deployed business-critical ADP enterprise products and sales tools for executive and associate use, and market distribution.
- **Dow Jones** - Increased revenue and brand awareness by redesigning and streamlining more than 13 disconnected subscriber data products with a single global login portal.
- **Merrill Lynch** - Designed iPad apps that improved customer service, communications, and overall sense of satisfaction for over 9,000 financial advisors and their valued clients.
- **Perry Ellis** - Co-generated ~20% record profit increase the year following design, development, and deployment of proprietary turn-key platform e-commerce solution.
- **J&J** - Designed ~\$15-million dollar brand and international interactive marketing campaign with launch partners including Maxim, Gamespot, Artist Direct, College Humor, and WWE.

• DIGITAL SOLUTIONS DIRECTOR

Mar 10 - Nov 10 @ RevHealth

Produced agency's first digital portfolio and interactive service offerings. Established all design and development processes, and groundwork and infrastructure for digital solutions division.

- Increased revenue, exposure, and prestige by earning agency of record status with Merck.
- Extended offerings to include digital, UX, strategy, architecture, design, and interactive.

• DIGITAL CREATIVE DIRECTOR

Feb 09 - Nov 09 @ HealthEd

Grew agency revenue by providing clients such as Eli Lilly and Novartis with experiential design solutions, patient-focused learning tools, websites, interactive marketing, and VR and AR apps.

- Increased brand quality and awareness of high-profile pharmaceutical and healthcare brands.
- Empowered digital growth through UX design, branding, marketing, and visual communications.

• CREATIVE DIRECTOR

Jun 01 - Jun 05 @ IDT Corp

Increased and scaled profit through design, UX, marketing, and interactive development services with custom trade show environments, VoIP dialer products, digital and visual communications.

- Designed technology products and brands that are employed in over 255 countries worldwide.
- Secured new business with interactive international reseller programs and global product training.

TECHNICAL SKILLS

HTML	Mapping
CSS	Usability
Photoshop	E-commerce
Illustrator	Responsive
Copywriting	Adaptive
ActionScript	Mobile
After Effects	Wordpress
Invision	PHP
Sketch	JavaScript
Business Catalyst	jQuery

INDUSTRY EXPERTISE

Design	Non-Profit
Digital	Healthcare
SaaS	Wellness
Mobile	VoIP
Technology	Software
News Media	E-learning
Publishing	Telecom
Finance	Electronics
Pharmaceutical	Entertainment
Enterprise	Fashion
Personal Security	Marketing
Cannabis	Retail
Music	Advertising
Competitive	E-commerce
Internet	Business Services
Gaming	Government

STUDIES / MILITARY

- Visual Communications, Katharine Gibbs College, NJ
- Visual Communications, Middlesex County College, NJ
- Infantryman, Squad Leader, United States Army, Ft. Benning