

Joshua Gilman

I'm a senior web and product designer focused on super intuitive digital experiences and optimizing the processes involved. I have jointly owned and managed a digital design agency for the past eight years.

EXPERIENCE

Sage Communications - Tyson's Corner, VA

Interactive Designer 2015-2017

Developed comprehensive website design systems for a diverse range of clients, including professional services agencies, community foundations, sports organizations, and government contractors. Helped develop and implement a standardized process for performing Information Architecture and wire-framing phases ensuring optimal content structure and usability. Created various print and digital marketing materials for both internal initiatives and client campaigns.

Established distinctive brand identities for government contractors, professional services firms, and community + arts foundations. Notable clients: Washington DC Cherry Blossom Festival, GMU Patriots

Made for Masses - Baltimore, MD

Co-Founder, Owner, Senior Designer 2016-2018

Crafted and developed websites tailored for small and medium-sized businesses, startups, and high-profile entertainment clients. Devised internal strategies instrumental in the successful execution of client website projects. Collaborated in the creation of innovative visual identity systems to extend existing brands and create new identity systems from the ground up for brand new companies.

Notable clients: Vulture Fest, Marc Maron's WTF Podcast, Paul Scheer

Studio Rubric - Hudson Valley, NY studiorubric.co

Senior Designer 2018 - 2019

Collaborated with designers to create design and website content strategies for entertainment, education, product, and fintech clients. Built content outlines and wireframes establishing the architecture of client sites to ensure the best way to order, structure, and present content providing crystal-clear usability. Built and refined site design concepts and brand/marketing material working within previously established brand guidelines. Created new design systems for websites and web related material. Developed visual identities, brand books/style guides for start-ups, digital product companies, and high-profile entertainment clients.

Partner, Strategist, Project Manager 2019 - 2021

Managed and guided a team of designers and developers and increased the effectiveness and efficiency of internal processes for completing all phases of projects from sign-on to final hand off, including visual identities, websites, and digital product designs. Implemented necessary practice adjustments and developed documentation to simplify onboarding and process training to ensure continuity in service. Built and developed ultra-robust project management system using Notion. Led the development of robust website project strategies to be executed by design and dev team.

Directed and participated in the construction of user stories and flows, wireframes, visually attractive and comprehensive design systems, and prototypes for digital products.

Chief Operating Officer, Art Director 2021 - 2023

Oversaw daily internal operations, encompassing responsibilities such as payroll, accounts receivable (AR), accounts payable (AP), Client Relations, and more. Optimized and upheld the integrity of the internal operational and project management software infrastructure. Led collaborative brainstorming sessions, critiqued concepts, and approved all deliverables for both client and internal projects.

Proactively identified and implemented automation solutions to streamline processes and reduce operational bottlenecks. Developed strategies for internal marketing initiatives and facilitated growth efforts. Notable clients: Paul Scheer, My Favorite Murder Podcast, Sophia Bush, NY Magazine, Madison Square Garden, Andi Baraghani, Magnum Photos, Squarespace

CONTACT

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SKILLS

Art Direction

Strategy

Project Management

Product Design

UX Design

Interactive Design

Prototyping

Print Design

Branding & Visual Identity

Audio Production & Mixing

TOOLS

Figma

Sketch

Notion

Jira

Monday

Trello

Zapier

Asana

Adobe

- Photoshop
- Illustrator
- InDesign
- After Effects

Logic Pro

EDUCATION

University of Baltimore Merrick School of Business

B.S., Information Systems and Technology Management 2017