

Josh Palmer

Visual Designer · Digital & Brand Systems · Web, UI & Marketing

jpalms1990@gmail.com · (614) 329-0313 · jpalmdesign.com · linkedin.com/in/joshuapalmer90 · Pickerington, OH

PROFESSIONAL SUMMARY

Visual designer who builds cohesive visual systems across web, UI, digital, and brand, and holds visual consistency across every touchpoint. Strong in layout, typography, color, and visual hierarchy, with an eye for polished interfaces and on-brand digital assets. Designed web pages, landing pages, digital ads, social graphics, and email-safe HTML/CSS for the Coca-Cola Consolidated platform, and built and maintained a design system with color tokens, type scales, and a component library. Fluent in Figma and Adobe Creative Suite, comfortable moving between screen and print, and uses AI tools (Claude, ChatGPT, Adobe Firefly) daily to explore and iterate.

CORE COMPETENCIES

Visual Systems & Brand · Web & UI Design · Layout, Typography & Visual Hierarchy · Design Systems & Component Libraries · Digital Ads & Social Graphics · Email & Landing Pages (HTML/CSS) · Color & Type Systems · Figma · Adobe Creative Suite (Illustrator, Photoshop, InDesign) · Responsive & Accessible Design

PROFESSIONAL EXPERIENCE

Vision Graphics (formerly Nutis Press)

January 2022 – June 2026

Web Design Manager

June 2023 – June 2026

- **Digital & visual systems:** Designed web pages, landing pages, 30+ page templates, digital ads, social graphics, and email-safe HTML/CSS for the Coca-Cola Consolidated platform, maintaining accessible, responsive, on-brand patterns across screen and print.
- **Print & physical materials:** Owned work from concept through prepress, color separations, proofing, and press-ready files across signage, large-format, drinkware, apparel, and print collateral – matching design intent to the right stock, finish, and production method.
- **Brand consistency at scale:** Worked directly with the client marketing team to hold brand consistency and brand governance across every touchpoint and customer organization, maintaining accessible, responsive, on-brand patterns.
- **Design systems & libraries:** Built and maintained modular template and component systems using paragraph and character styles, color tokens, and type scales, supporting variable data and approval workflows without sacrificing craft.
- **Async & fast iteration:** Managed concurrent projects through Monday.com and PACE print MIS, moving quickly and proactively across stakeholders; use AI tools (Claude, ChatGPT, Adobe Firefly) daily to explore concepts and iterate.

Graphic / Prepress Designer

January 2022 – June 2023

- **Production craft & prepress:** Produced print-ready files across offset, digital, and screen-print methods – bleeds and trims, color separations, screen-print film on the Mimaki, and Epson high-resolution proofs – with press-side QA and preflight procedures that reduced press-stage errors.
- **Large-format & collateral:** Designed and proofed outdoor banners, pole signs, clings, brochures, and corporate collateral for commercial clients, and built the company reusable product template library.

Independent – Freelance Brand & Illustration

August 2018 – Present

- **Brand identity & illustration:** Logo design, brand systems, identity collateral, website builds, and illustration for clients across retail, hospitality, and non-profit sectors; personal nature-illustration brands (CreativePalmer, Terrain Tales).

Vinton County National Bank (VCNB) – Financial Services

November 2015 – September 2021

Branch Manager – Jackson & Pataskala

August 2017 – September 2021

- **Brand governance & communication:** Led a 4-person team across operations, marketing, and compliance, and authored a Management Reference Guidebook standardizing 80+ topics – disciplined communication and standards work that transfers directly to brand governance.

EDUCATION

B.A. Graphic Design & Media Arts · Southern New Hampshire University · January 2021 · 3.95 GPA

B.A. History · Ohio University · 2014

Google UX Design Professional Certificate · Coursera

TECHNICAL SKILLS

Design & Production: Figma; Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Acrobat; prepress, bleeds and trims, color separations, color management, paper and stock selection, print-ready file prep, large-format and signage production.

Brand & Digital: web and UI design, landing pages, visual systems, design systems, digital ads, social media graphics, email-safe HTML/CSS assets, color and type systems, layout and typography, responsive and accessible design, brand governance and guideline compliance.

Systems & Tools: design systems, component libraries, paragraph and character styles, color tokens, type scales, version control; Monday.com, PACE print MIS.

AI Tools: Claude, ChatGPT, Adobe Firefly – applied to ideation, asset generation, and rapid iteration.