JOE LIMOLI

GRAPHIC DESIGNER

Peabody, MA | 978 - 395 - 6557 | joealimoli@gmail.com | Portfolio | LinkedIn

SUMMARY

A purposeful and receptive designer with 6+ years' experience.
I craft identities that resonate and speak directly to your audience.
Nothing excites me more than joining forces with others to learn about their mission and crack open the problems that truly matter.

CORE SKILLS

- Visual & Brand Identity
- Packaging Design
- UX/UI Design
- Ad Creative
- Logo Design
- Studio Photography
- Infographics
- Client Discovery Workshops

EXPERIENCE

Senior Graphic Designer

REEKON TOOLS 2022 - PRESENT

- Built Amazon A+ Content and Brand Story modules. The refreshed PDPs helped REEKON hit 150k+ a month in Amazon sales alone.
- Launched two Kickstarter campaigns with 5,000+ pledges generating $615,000+ in total pre-orders.
- Directed on-site photo shoots for upcoming products; assets used in Kickstarter campaigns, websites, and paid-social.
- Designed and automated Klaviyo email flows (welcome, cart-recovery, post-purchase, etc.) that have driven $400K+ in attributed revenue.
- Redesigned packaging for REEKONs first two products. Then created packaging for the next 10 SKUs, boosting product clarity and visibility.
- Created full UI layouts and icons for 3 digital tools with live displays, quick actions, buttons, and menus.
- Partnered with electrical and mechanical engineers to launch 8 products in total.
- Helped create iconography, wireframes, and visual systems for both of REEKONs construction apps.

Graphic Designer

TAWK MEDIA 2019 - 2022

- Led discovery & design sessions regarding designs for apparel, graphics, and accessories for 30+ brands.
- Conducted team brainstorming sessions for 3D apparel customization tool development
- Created multiple project deliverable types including: Menus, Posters, Signage, Emails, Packaging, and Wayfinding.
- Standardized the TAWK export and print workflows and trained 3 designers on the process.

UX UI Intern

MEDICA CORP. 2018 - 2019

- Prototyped forms for upcoming analyzer products in development out of foam core and bristol.
- Developed graphics and animation screens showing nurses how to operate blood analyzing equipment.
- Collaborated with senior graphic designers on iconography development used within the companies identity and software.
- Captured product and packaging photos for instructions manuals.

TECHNICAL SKILLS

DESIGN

- **ADOBE SUITE**
  Photoshop, Illustrator, Lightroom, Express, Acrobat
- **FIGMA**
  Design, Figjam, Slides

WEB

- **SQUARESPACE**
- **SHOPIFY**
- **KICKSTARTER**
- **INSTANT.IO**
- **WIX**

ORGANIZATION

- **GOOGLE SUITE**
- **SLACK**
- **TRELLO**
- **ASANA**
- **PICS.IO**

MISC.

- **KLAVIYO**
- **MAILCHIMP**
- **CAPCUT**

PERSONAL

Identity Designer

LIMOLI DESIGN 2023 - PRESENT

- Led workshops (mission, voice, positioning) and delivered full identity playbooks (color, type, iconography, usage rules) so teams can execute in-house.
- Delivered end-to-end identity systems for 25 + small businesses (logos, style guides, packaging, basic web).
- Built Express/Canva libraries cutting clients' ongoing design spend and changing campaign turnaround from weeks to days.
- Produced free educational presentations and worksheets for businesses looking to learn about the importance of design.
- Designed my own website, portfolio, and services which you can see here: limolidesign.com

EDUCATION

Wentworth Institute of Technology 2016 - 2020

- B.S. Industrial Design
- Study Abroad: Sustainable Design (Berlin)

Malden Catholic High School 2012 - 2016