



# Joey Strainer

- (209) 735-0722
- JoeyStrainerDesign@gmail.com
- www.JoeyStrainer.com
- LinkedIn.com/in/JStrainer

## Skills

### Adobe Creative Cloud

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premier

### Photography / Videography

- Retouching and editing

### Publication Design

- Magazines
- Catalogs

### Print Design

- Business Cards
- Postcards
- Brochures
- Flyers
- Posters
- Large Print

### Digital Design

- Website Design
- Word press
- HTML / CSS
- CRM
- SEO
- Digital Collateral

### Social Media

- Facebook
- Instagram
- Reels
- Boosting
- A/B Testing
- Analytics

## Work Experience

### Freelance

*www.JoeyStrainer.com - Oct 2010 - Present · 13 yrs 7 mo*

- Worked with diverse clients, including small businesses.
- Provided services such as logo design and marketing campaigns.
- Collaborated closely to tailor designs for target audiences and achieve tangible results.

### Lead Graphic Designer

*Select Group Real Estate Services - Sep 2020 - Present · 3 yrs 8 mo*

- In-house graphic designer for Coldwell Banker and Century 21 franchise.
- Create dynamic media content for print and digital platforms.
- Collaborate with marketing team to ensure optimal visual communication and achieve project goals.

### Content Creator

*Chico State Enterprises - May 2020 - Jan 2021 · 9 mo*

- Designed engaging graphics and visuals for CHC's website.
- Produced promotional videos to support event planning initiatives.
- Developed content to enhance user engagement and outreach efforts.

### Graphic Designer

*Stott Outdoor Advertising - Feb 2019 - Apr 2020 · 1 yr 3 mo*

- Transitioned from intern to full-fledged employee as a billboard designer.
- Collaborated with over 200 clients, including renowned brands like McDonald's and Big O Tire.
- Ensured designs upheld clients' reputation for quality; recognized in OOH Today magazine.

### ID Designer

*Lifetouch - Jan 2014 - Apr 2021 · 7 yr 1 mo*

- Collaborated with over 80 schools in the Central Valley as an ID designer.
- Crafted customized designs to capture each school's unique essence.
- Specialized in creating IDs as reflections of the school's brand identity.

## Education

### California State University, Chico

*BA, Communications with Emphasis on Graphic Design*

*2018 - 2020*

*President of the AIGA, Chico chapter*

### Modesto Junior College

*AS, Graphic Applications*

*2016 - 2018*

## Certificates

### Adobe Certified Professional: Adobe Illustrator

*Issued Dec 2023*

### Adobe Certified Professional: Adobe Photoshop

*Issued Nov 2023*

### Adobe Certified Professional: Adobe InDesign

*Issued Oct 2023*

## Accomplishments

### OOH Today Magazine

*Design published as "most captivating image of the week"*

### Select Living Magazine

*Director of Design - Vol. 13 & Vol. 14*

### CHC Digital Handbook

*Director of Design*