



Joey Strainer

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- 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