

JOY MARINOFF

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EXPERIENCE

Freelancer

Miami, FL

Graphic Designer

July 2022-Present

- Produced eye-catching graphics for social media using Photoshop, Illustrator, and InDesign, creating compelling visuals that elevated brand identity
- Successfully boosted sales and enhanced customer engagement by delivering impactful email campaigns tailored to client needs
- Led the redesign of a luxury fashion brand's digital presence, improving user experience and increasing customer loyalty
- Showcased artwork at Spectrum Miami during Art Basel to an audience of over 35,000 visitors, achieving a 50% sales rate

Devon Windsor, LLC

Miami, FL

Production, Marketing and Technical Designer

August 2020-July 2022

- Hired as the first employee and played a pivotal role in the company's significant growth by leading production, marketing, graphic design, social media, and product design
- Designed multiple best-selling products, including the Faye Full-Piece bathing suit, which sold out twice
- Leveraged my skills as an artist to craft and enhance all graphic design, digital assets, and overall branding, driving substantial increases in online traffic and sales
- Implemented innovative content, marketing and social media strategies to align with business goals while generating engaging content daily resulting in a 3x increase in follower growth to over 110K followers
- Measured all incoming samples and recorded comments to ensure specs, corrections, and quality align with the brand's standards and are clearly communicated to vendors
- Managed and coordinated photoshoot logistics and production within budget

Romeo & Juliet Couture

Miami, FL

Director of Design and Product Development

November 2019-February 2020

- Oversaw all prototypes to certify each style is interpreted and manufactured to the correct standard
- Collaborated with CEO to select themes, create new concepts, and make edits to the line
- Initiated new factories and production partners in China, Italy, and Brazil
- Formed CADs for development packages

FRAME

Los Angeles, CA

Product Development Intern

June 2019-September 2019

- Communicated daily with vendors to facilitate transactions, negotiate costs and ensure timely delivery
- Sourced fabric and trims from concept to production
- Acted as a liaison between design and production teams to guarantee quality and brand integrity

Design Intern

March 2019-June 2019

- Coordinated with the Concept Director in developing FRAME's pre-spring 2020 concept book using InDesign and Photoshop
- Created and edited CADs, Tech-Packs, BOMs, and line sheets
- Selected print, color, and fabric direction for upcoming seasons

EDUCATION

The Pennsylvania State University, College of Arts and Architecture

State College, PA

Bachelor of Arts in Integrative Arts with minor in Entrepreneurship and Innovation

June 2018

SKILLS

Skills: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Shopify, Klaviyo, Curalate, Spec Measurements, Zonos, Attentive, Graphic Design, Email Marketing, Social Media Marketing