

# Joseph Alamo

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Bilingual (Spanish/English) Senior Graphic Design Production Specialist with 18+ years of experience creating impactful visual work across branding, advertising, corporate communications, and e-learning. Known for blending creative thinking with strong production expertise to build scalable brand systems and deliver engaging design across print, digital, and multimedia platforms. A collaborative and dependable creative partner who works well with executives, stakeholders, and cross-functional teams to bring ideas to life, maintain brand consistency, and deliver thoughtful work on deadline.

## PROFICIENCIES

- ADOBE CREATIVE SUITE (InDesign, Photoshop, Illustrator, Acrobat)
- ARTICULATE 360 (Rise, Storyline)
- OFFICE 365 (PowerPoint, Word, Excel)
- VYOND

## LEADERSHIP

- Strong Team-Based Communication
- Thrives in Deadline Sensitive Environments
- Adept at Multitasking

## BRAND MANAGEMENT

- Implementing Brand Language
- Upholding Brand Identity
- Evolving Brand Guidelines

## PROJECT MANAGEMENT

- Attentive to Details
- Strong Organization
- Mindful in Budgeting
- Skillful in Time Management

## EDUCATION

**Art Institute of Houston**

Bachelor of Fine Arts (BFA)—2007

## SENIOR GRAPHIC DESIGN PRODUCTION SPECIALIST

***Mattress Firm, 2014—Present***

- Partner with executives, stakeholders, cross-functional teams, and communications leaders to define goals and deliver impactful visual strategies.
- Design and develop diverse brand assets—including iconography, infographics, illustrations, and scalable templates—demonstrating expertise in brand systems, art direction, and identity.
- Create innovative training, e-learning, and executive-level presentation materials (town halls, keynote decks, sales/product collateral) supporting 8,000+ active learners and company-wide initiatives.
- Create branded visuals and presentations for large-scale leadership conferences, supporting program objectives and audience engagement.
- Manage multiple high-profile projects from concept through delivery, consistently meeting tight deadlines with high-quality results.
- Mentor and onboard designers, reinforcing team capabilities through training, guidance, and best practices in brand integrity.
- Deliver innovative design solutions that push creative boundaries while maintaining brand consistency and exceeding client expectations.

## CREATIVE DIRECTOR/OWNER

***The Peanut Studio, 2007—Present***

- Directed all phases of brand and product design, including campaigns, digital/evergreen assets, packaging, and merchandising.
- Collaborated with clients to define brand vision and deliver strategic, high-impact creative solutions.
- Made informed decisions on concepts, copy, and art direction, assessing outcomes to guide future work.
- Ensured high-quality execution with strong attention to detail and consistently met project deadlines.
- Partnered with notable clients, including Martha Turner Sotheby's International Realty and Academy Sports + Outdoors, to deliver results-driven design solutions.

## MARKETING PROJECT SPECIALIST

***Mambo Restaurants, 2007—2012***

- Maintained and enforced corporate brand standards across print, digital, and environmental design.
- Led art direction for menus, direct mail, signage, billboards, packaging, recruiting ads, promotions, sponsorships, and training materials.
- Managed advertising campaigns across print and digital channels, ensuring alignment with brand strategy, deadlines, and budget targets.
- Collaborated with Houston Dynamo, Rockets, and Texans on co-branded marketing initiatives, driving engagement and brand visibility.
- Supported management with special projects, editorial advertising, copywriting, and copyright development.
- Coordinated cross-functional teams and external vendors to execute marketing initiatives efficiently and effectively.
- Analyzed campaign performance and applied insights to optimize creative strategies and future projects.