



joeydegraaf.com



professional skills

Digital Design	Writing
Print Design	Branding
Photography	Leadership
Infographics	Networking



director skill set

Elevating the creative process through:

- Relevant and timely creative planning
- Content management organization
- Integrity and accountability
- Project management solutions
- Responsive communication



software tools

Photoshop	Premiere
Illustrator	After Effects
InDesign	Word/Excel
Mac Interface	PC Interface



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JOEY DEGRAAF

creative design professional

Joey Degraaf has been a design professional for over 20 years. He has a passion for aesthetically pleasing visual design loves working with others to educate, learn, and elevate the craft. He is looking for a fun energetic team that need his skill set and .



WORK

The Learning Tree Childcare | Owner - Media Content Creator

- | | |
|--------------|---------------------------|
| 2022-Present | • Manage Content Creation |
| | • Facilities Management |

SUU Athletics | Director of Creative Design

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|-----------|--|
| 2015-2022 | • Lead a team of 3 to 5 student interns |
| | • Organized and managed all creative assets |
| | • Redesigned, managed and protected SUU Athletic visual brand |
| | • Designed high profile projects to shape SUU's Brand |
| | • Shot, developed and organized action and studio photos |
| | • Designed print and digital templates for ongoing media productions |

Southern Utah University | Graphic Designer

- | | |
|-----------|---|
| 2007-2015 | • Designed print and digital media |
| | • Redesigned, managed and protected SUU's visual brand |
| | • Collaborated with campus departments, successfully finding ways to creatively solve problems in diverse committees. |
| | • Shot and organized action and studio photos |

The Herald Journal | graphic designer

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|-----------|--|
| 2005-2007 | • Designed print ads for local companies |
|-----------|--|



EDUCATION

BFA Graphic Design | Utah State University

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| 2004-2006 | • Emphasis in print and web design |
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AS General Education | Salt Lake Community College

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| 2002-2004 | • Emphasis in typography and photography |
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VOLUNTEER WORK

BSA Scoutmaster - Wood Badge Instructor - Eagle Scout Specialist 2000-2018

Professional designer's network forum in Cedar City, Utah 2009-present

Networking with local businesses for SUU Athletic donors and sponsors

YETI of Southern Utah youth hockey coach 2024-present



REFERENCES

Mindy Benson	President Southern Utah University	bensonm@suu.edu
Shon Spevak	Sr. Associate AD SUU Athletics	spevak@suu.edu
Nate Christian	Director of Executive Design SUU	natechristian@suu.edu

phone numbers upon request

Detailed information of work experience continued

BRANDING

SUU Athletic Logo Redesign

Worked with the athletic department, athletic director, SUU president and his cabinet to redesign SUU's primary mascot mark. Work included research, development and collaboration with executive professionals, students, and alumni from beginning to end. Created an extensive brand identity guide and trusted to manage and protect SUU Athletics visual assets.

SUU Academic Logo Redesign

Six month process working with the Marketing Communication team, SUU president, to redesign SUU's primary mark. Final design was selected for SUU's academic logo. Responsible for the maintenance of the brand guide.

Creation of Several Logos in the Cedar City Area

Helped local businesses create, update and produce their marks. Assisted them on how to create a budget for marketing and position their visual brand. Helped to market their businesses in the local community.

Thor Update (SUU's Thunderbird Mascot)

Utilized many notes and drawings made over the years to create a comprehensive design that included giving Thor better mobility, a stronger build and a more inviting face. The longevity of this design shows the ability to create designs that stay relevant over a long period of time.

PRINT

SUU Football Field and Court Design

Field turf design at Eccles Coliseum. After months of mock-ups and comps final designs were picked by SUU senior staff. In 2017 designed the look of the AFEC arena court and arena wrap.

SUU Athletic Promotional Material

Designed countless promotional materials on a variety of mediums. Including schedule posters, magnets, member cards, ticket stock, schedule cards and game programs.

Large Format Graphics and Billboards

Annual development and production of stadium and arena graphics. Worked with local sign shops, producing banners as big as 100 feet long and 50 feet high. Developed concepts that require mock-ups and work with the sign shops to insure a production solution that helped longevity. Signage solutions for annual replacements, including frames and art that was compartmental. No job too big or too small, saving SUU thousands of dollars.

SUU Magazines & Programs

The biannual magazine contains around 28-40 pages mixed with several types of design styles and content layouts depending on the coverage every six months. Contributed spreads to the magazine every six months and directed the completion of the magazine every couple of years as the graphic design team rotated creative direction. On top of this, I was tasked to design the commencement program, recruiting materials such as booklets, mailers and displays for SUU.

DIGITAL

Social Media Graphics / Templates

Created template designs that are easily manipulated by marketing staff and interns to create the thousands of graphics needed for SUU Athletics social media platforms.

Website Creation and Development

Provided content that naturally balances good design with perimeters that developers need to establish reliable and fast websites. Basic HTML & CSS knowledge. Designed basic websites in the past as well as worked with professional developers to create websites that are visually stunning as well as easy for audiences to navigate.

Digital Signage and Motion Graphics

Working knowledge of motion graphics in After Effects and video. Interested in expanding skills in this area. Done several motion graphics and a vast array of digital marketing on TV screens, large video boards, and billboards.

PHOTO

Athletic / Event Photography

Experience shooting live sporting events. Shot most home games/meets at SUU for 15 years. Experience includes football, basketball, baseball, softball, soccer, track, volleyball, tennis and more. Events include a variety indoor and outdoor conferences, meetings, concerts, parties and award ceremonies.

Studio Photography

Studio Shoots include portraits, full body action, strobes, fog machines, studio lighting, portable lighting, indoor, outdoor and exotic locations.

Real Estate Photography

Real estate photography, including multi-million dollar buildings, homes, internal and external. Creating captivating moods inside a space to convey the proper message to the audience.

Landscape Photography

Landscape photography, mostly southern Utah, but a large variety of night, evening, and day photos that emphasize a range and skill of perspective, composition, light and digital SLR experience.

D.A.M.

Digital Asset Management

Working knowledge of several DAM systems, including some popular web based ones.

Keywords and Tags for both photos, videos and other graphic files to help organize content.