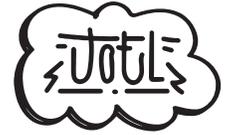


JOEL SPELLMAN

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Portfolio | www.joelisadesigner.com



PROFESSIONAL SUMMARY

Creative and results-driven Graphic Designer with 15+ years of experience in apparel graphics, packaging design, brand identity, and catalog design. Specializes in trend-driven apparel graphics, SMU designs, packaging solutions, and licensed product design. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Glyphs, MidJourney, and AI-integrated workflows. Strong background in collaborating with cross-functional teams, trend forecasting, typography, and print production. Adept at translating brand identity into visually compelling graphics that resonate with diverse consumer markets.

CORE COMPETENCIES

- Apparel Graphics: Screen Printing, Embroidery, Sublimation, Textile Design, SMU Graphics
- Packaging & Branding: Product Packaging, Logos, Typography, Brand Identity
- Software Expertise: Adobe Photoshop, Illustrator, InDesign, Glyphs, MidJourney, ChatGPT
- Production & Marketing: Trend Research, Print Production, Visual Storytelling, AI-Integrated Design
- Collaboration & Leadership: Cross-Functional Teamwork, Art Direction, Creative Strategy

PROFESSIONAL EXPERIENCE

Senior Performance Sock Designer

Stance | San Clemente, CA | 2025 – Present

- Lead design for Performance Socks, owning product from concept through delivery across all channels.
- Drive design strategy, color, pattern, and graphic direction informed by consumer insights and trend forecasting.
- Develop innovative, brand-right products that balance creative vision with revenue and margin goals.
- Collaborate cross-functionally with Merchandising, Product Development, Production, and Marketing to ensure clear design intent and on-time execution.
- Support product positioning and go-to-market initiatives to drive full-price sell-through.

Graphic Designer & Production Coordinator

Tillys | Irvine, CA | 2024 – 2025

- Designed trend-driven apparel graphics for Tillys' in-house brands and licensed collaborations.
- Created designs for top licenses within film, music, art, and legacy categories, ensuring on-brand and culturally relevant visuals.
- Developed seasonal collections and SMU graphics, aligning with market trends and retailer needs.
- Collaborated with cross-functional teams (marketing, product development, and production) to ensure seamless execution of designs.
- Produced catalog layouts, digital marketing assets, and in-store visuals for product launches.

Senior Apparel Graphic Designer

Ethika | Lake Forest, CA | 2020 – 2024

- Led apparel graphics for men's, women's, and kids' collections, focusing on streetwear, activewear, and youth culture trends.
- Designed SMU and seasonal apparel graphics, incorporating brand identity and emerging fashion aesthetics.
- Created custom illustrations, typography, patterns, and branding elements for seasonal launches and athlete/celebrity collaborations.
- Worked closely with product developers and marketing teams to ensure graphics aligned with storytelling and brand positioning.

EDUCATION

Bachelor's Degree in Graphic Design | Art Institute of OC 2010

Associate's Degree in Graphic Design | Platt College 2006