



**JOEL SPELLMAN**

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## **EDUCATION**

*Bachelors of Science Degree in Graphic Design, The Art Institute of CA*  
*Associate of Arts Degree in Graphic Design, Platt College,*

## **SKILLS**

- \* Trend Forecasting*
- \* Color Forecasting*
- \* Concept Development*
- \* Professional Roughs/ Comps*
- \* Studio/ Business Practices*
- \* Logotype/ Typography*
- \* Illustration/ Lettering*
- \* Traditional Production Skills*
- \* Balances Team/ Individual Responsibilities*
- \* SMU/ Original/ Brand Driven/ Lifestyle/ T-shirt Design/ Accessories*
- \* Fashion Marketing, Youth Marketing/ Guerrilla Marketing Strategies/ B2B Marketing*
- \* Screen Printing/ Separations, Embossing/ Embroidery/ UV/ Stamping/ Stencils/ Letterpress*

## **SOFTWARE**

*Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Glyphs, Midjourney, Stable Diffusion, Chat Gpt,*

## **EXPERIENCE**

*Ethika (Sr. Graphic Designer)*  
*The Neighborhood E-Liquid (Art Director)*  
*Z Supply (Apparel Graphic Designer)*  
*Earthwise Bag Co. (Packaging Designer)*  
*Lords Of Liverpool (Apparel Designer)*  
*International Private Label (Art Director)*  
*Aniki Clothing (Apparel Designer)*  
*Chinese Laundry (Production Designer/ Catalog Designer)*  
*Freelance Graphic Design/ Production Design/ Print Artist/ Art Direction-*  
*Apparel Graphics, Licensing Design. Direct Mail, Labels, Hang Tags, Stationary, Posters. Brochures,*  
*Advertisements, Logos, Typography, Tech Packages, Branding, Sublimation. Pattern Development.*  
*Production. Private Label, Social Media, Hand Lettering. Modern. Urban. Action Sports. Lifestyle.*

## **ACHIEVEMENTS/ PROFESSIONAL ASSOCIATES**

*T-Shirt Designs and Apparel Sold At Nordstrom, Zumiez, Tilly's, Footlocker, Urban Outfitters, Jack's Surf,*  
*Hot Topic, DTLR, Pac Sun, AAO, Boot Barn, The Closet, Altar'd State, White Crow, Torrid, and Loehmann's.*  
*Recognized as an Accomplished Young Artist by the City of Orange Ca. Award for Advanced Digital*  
*Imaging at Platt College. Taken part of Numerous Art Shows In CA, OR, NY, FL, AZ, CO. Published in*  
*Stay Up!: Los Angeles Street Art By G. James Daichendt. Published in Stickers: From Punk Rock to*  
*Contemporary Art By DB Burkeman.*