

# Joe Stella

📍 Westchester, NY

🌐 [joestelladesign.com](http://joestelladesign.com)

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## EDUCATION

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### SUNY New Paltz

2015 - 2018

Bachelor of Arts in  
Graphic Design

## CERTIFICATIONS

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### JavaScript Fundamentals

[cancode.org](http://cancode.org)

## ACTIVITIES

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### Volunteer Firefighter

2011 - PRESENT

Responded to emergency calls in a timely manner. Assisted firefighters in tense situations, working efficiently as a team.

### DefunctVR

2017 - PRESENT

Project Lead for VR theme park restoration project. Organized meetings and led a team of 60+ volunteers.

## SKILLS

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### Prototyping & Design

Adobe Creative Suite  
InVision, Figma

### Web Development

HTML, CSS, JavaScript, Git,  
WordPress, Squarespace

### 3D Design

Blender, Substance Painter,  
Unreal Engine

## Media Mobilize

SENIOR GRAPHIC DESIGNER | APRIL 2019 – PRESENT

- Led the design of 20+ unique brands across newsletters, conferences, startups, podcasts, and YouTube creators each tailored to distinct audiences and engagement goals.
- Developed a strong ability to build client relationships by understanding their vision and translating it into clear, strategic creative direction.
- Produced a wide range of print and digital assets, including advertising campaigns, pitch decks, websites, brochures, rack cards, signage, and branded content.
- Helped evolve newsletter advertising by designing native and dedicated ad formats for major digital media publications.

## Comic and Novel Writer Charles Soule

GRAPHIC DESIGNER | JUNE 2020 – PRESENT

- Creation of various promotional and printed materials. (Kickstarter campaigns, pins, posters, post cards, comic book ads).
- Was trusted to handle high-quality printed assets for Star Wars: The High Republic novel series, ensuring brand consistency and meeting strict franchise standards.

## VetraFi

CREATIVE DIRECTOR | JAN 2024 – OCT 2024

- Created VetraFi's full brand identity (logo, typography, color palette). Aiming to connect military and veteran audiences facing financial challenges.
- Conducted user research to ensure branding reflected our target audience.
- Designed social media advertising campaign visuals under tight deadlines.

## Pillar Advertising

GRAPHIC DESIGNER / WEB DESIGNER | JULY 2020 – MAY 2024

- Developed the full brand identity for an urban planning newsletter (logo, typography, color palette).
- Created high-fidelity wireframes for the branding website.

## The Benjamin Center

UX/UI DESIGNER | DEC 2016 – MAY 2018

- Designed and developed a dashboard framework for the Poughkeepsie Sanitation Department using Bootstrap.
- Created high-fidelity wireframes and built components of an interactive Google Maps-based bus schedule for the City of Newburgh.