

Joseph Cadena

SKILLS

I have extensive experience in illustration, web design, graphic design, advertising, social media, video production, and video editing. I'm passionate about creating a positive impact and working well with a team.

SOFTWARE

Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Audition, Adobe Premiere Pro, Microsoft Office, and Microsoft VS Code.

EXPERIENCE

1876 Productions @ AT&T, Dallas, TX — *Graphic Designer/Animation*

May 2025 - current

- Designing visually appealing and effective email campaigns.
- Creating custom graphics, GIFs, and other visual assets optimized for email performance.

AT&T, Dallas, TX — *Creative Production Artist / Production Design Manager*

Nov 2024 - March 2025

- Created, edited, and enhanced digital files aligned with creative briefs and the AT&T brand.
- Developed graphic assets, i.e., wordmarks, logos, templates, and digital & print collateral.
- Guided the design team through the production process, including pre- and post-production.

Thryv, Dallas, TX — *Senior Graphic Designer*

Feb 2020 - Mar 2024

- Created brand-consistent designs reflecting current design trends, increasing TOS and clicks.
- Brainstormed and collaborated with the marketing team to create new designs that expanded the company's visual identity and brand guidelines.
- Assisted with the production of video advertisements and social media content, including preproduction concepts, editing, sound correction, and motion graphics.
- Worked with agencies providing edits, revisions, and feedback to keep our brand consistent.

Exigo, Dallas, TX — *Graphic Designer*

Oct 2012 - Nov 2019

- Conceptualized & designed UI/UX and front-end coded websites for clients and internal use.
- Created Infographics and sales material for the sales team.
- Created advertisements for Industry magazines and Google Ads.
- Wrote, filmed, and edited instructional and community videos.

EDUCATION

The Arts Institute of Dallas, TX — *Associates of Animation and Design*

2004 - 2007