



Joshua Orenstein

Art Director

EXPERIENCE

Art Director and Digital Image Producer, Belk, Charlotte, NC | February 2015 - present

- Art Director within the Promotional Creative team. Projects ranged from logos, postcards, promotional and fashion print catalogs
- Duties include concept, layout, production, photo art direction for model and still-life, model selection, planning of off-site photoshoots
- Maintained numerous projects under tight deadlines and within budget
- Member of the Advanced Planning team. Team was responsible for all concept and development of promotional books
- Projects included logos, color trends, concept/layout design for the years worth of production
- Responsible for Art Directing Belk's Instagram photography
- Member of the Digital Image Production team. Retouched, prepped and approved all final images to go live on Belk.com

Art Director, Doggett Advertising, Charlotte, NC | January 2010 - January 2015

- Responsible for all creative, to include print ads, identity packages, direct mail, self promotion, eBlasts and front end web design
- Managed projects from initial design through production, including sourcing materials, working with outside illustrators and photographers, coordinating production with printers and web developers
- Created and maintained email marketing campaigns and maintained and updated WordPress websites
- Clients: Terrace Café, Taylor Richards & Conger, American & Efrid, Historic SouthEnd, Charlotte Mechanical, Silos, The Cypress of Charlotte

Senior Art Director, Lippi & Co. Advertising, Inc., Charlotte, NC | March 2006 - November 2009

- Concepted and designed apparel catalogs, ad campaigns, collateral, direct mail, identity packages, promotional materials and websites
- Managed and mentored junior designers and guided their projects
- Directed photo shoots for still-life and model photography, both on-set and on-location
- Responsible for photo selection, retouching and color correction
- Clients: EFI, Tri-Mountain Apparel, Whispering Pines Sportswear, Bonterra Builders, Diamond Springs Water, Charlotte Bobcats, Charlotte Checkers

Art Director, Morris Communications, Charlotte, NC | April 2003 - February 2006

- Lead Art Director on annual travel guides for various locations, including Vail and Breckenridge, Colorado, and St. Thomas, US Virgin Islands
- Tasks included concept, layout, design, photo selections and retouching, tailored to the style of each publication
- Managed and delegated tasks to a team of Associate Art Directors for in-house advertising design and production

Freelance Art Director, Robert Half Technology, Charlotte, NC | July 2002 - March 2003

- Freelanced for staffing firm at a variety of locations, such as a video catalog house and Abarta Media

Art Director, Mezzina Brown & Partners, New York, NY | February 1997 - May 2002

- Developed from concept through completion: national print campaigns, promotions, continuity, logos, posters, direct mail and catalogs
- Clients: Camel Cigarettes/R.J. Reynolds, Goldman Sachs, DuPont, Con Edison

AWARDS

- 2009, 2014, 2015 - multiple ADDY awards for catalog and print pieces
- 2014, 2015, 2016 - multiple awards from BMA Carolinas, B-to-B logo design and sales pieces

EDUCATION

Fashion Institute of Technology, New York, NY

- Bachelor of Fine Arts Degree in Advertising Design - 1996
- Associate of Applied Science Degree in Advertising Design - 1994

PROFICIENCY

Mac platform,

- Latest versions of Adobe suite, Adobe AEM, iWork, MS Office, Acrobat, Salsify

Portfolio samples available at: joshorenstein.com



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