

bauldoff.com
joe@bauldoff.com
+1 704-443-8433

Pittsburgh, Pennsylvania
USA

Brand designer with 25+ years of experience creating award-winning identity systems, websites, print campaigns, and digital experiences for agencies, nonprofits, and independent clients.

Current Role

2002–Now **Intentional, strategic design** for a variety of independent clients across identity systems, print collateral, digital experiences, marketing communications, and brand voice copywriting. Clients have included AT&T, BB&T/Truist, Bank of London, and *Home Design & Decor* Magazine.

Past Experience

2010–2011 **Union *fka* Studiobanks**
Senior Interactive Designer

Concepting, design, and UI strategy for a variety of interactive projects across desktop and mobile platforms. Clients included Allen Tate, the American Advertising Federation, Bojangles', Discovery Place, Hendrick Motorsports, and Lowe's Foods.

2006–2009 **BGEA**
Senior Designer

Created, managed, and maintained the organization's visual brands from concept through delivery, across multiple events and divisions, including Festivals and Celebrations, music concerts, and the Dare to be a Daniel brand.

2002–2002 **Idea Giant**
Art Director

Managed a small design team at Wheeling advertising agency, working on a variety of branding projects across analog and digital mediums.

2000–2002 **Weaver Media Group**
Art Director

Promoted from Senior Designer to Art Director in six months. This advertising agency served the WV panhandle region, working in branding, print, video, and interactive projects.

1999–2000 **Oakbridge Academy Of Arts**
Designer & Admissions Representative

Traveled western Pennsylvania speaking with high school art classes about careers in design, while also serving as in-house graphic designer producing print collateral for events. The year concluded with the school's largest incoming class in its history.

1998–1999 **Pennant Brand**
Graphic Designer

One of two in-house designers for an apparel company producing vintage-styled clothing for US golf and country clubs. Work focused on screenprinted and embroidered apparel designs, alongside promotional print collateral and the Pennant product catalog.

Education

2021 **Google UX Design Certificate**
Foundations, UX Process, Wireframing

1998 **Oakbridge Academy of Arts**
Associate of Specialized Technology, Graphic Design

Capabilities

Design Direction	Illustrations	Print Collateral
Creative Consultancy	Advertising Design	Packaging Design
Branding & Identity	Iconography	Apparel Graphics
Logo Design	Web & Interactive	Publication Covers

Software Skills

Adobe Illustrator	Canva	Google Workspace
Adobe InDesign	HTML & CSS	Notion
Adobe Photoshop	VS Code	Slack
Adobe After Effects	GitHub	MacOS
Adobe Premiere Pro	WordPress	Windows
Adobe Audition	Mailchimp	Affinity Designer
Adobe Acrobat	Microsoft Office	Affinity Publisher
Adobe Firefly	PowerPoint	QuarkXPress
Figma	Keynote	

Generative AI

Adobe Firefly, ChatGPT, Claude
Applied to research, workflow optimization, and development support.

Awards & Recognition

2012	ADDY Gold Award : Bojangles' Website Site Designer w/ Union
2012	ADDY Silver Award : Bojangles' Interactive Menu Site Designer w/ Union
2011	ADDY Gold Award : Studiobanks Holiday Mini Site Site Designer w/ Union
2011	ADDY Silver Award : Varrow Website Iconography Designer w/ Union
2008	American Graphic Design Award : <i>Dare to be a Daniel, Student Field Manual</i> Project Lead Designer w/ BGEA
1998	President's Award Oakbridge Academy of Arts
2008–2012	Work featured on <i>Swissmiss, Design for Mankind, Think Design Blog</i> , and others.
2010	<i>Creating Your Digital Portfolio: The Essential Guide to Showcasing Your Design Work Online</i> , Ian Clazie, F+W Media The bauldoff.com portfolio site was a featured example.
2007–Now	Hello Bauldoff Design blog where artistic, scientific, philosophical, and technological discoveries that I find personally compelling or culturally important, all shared to an audience of ~50,000 platform followers.

