

# Cleotha Josserand

Assistant Art Director

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📍 1024 Arlington Blvd,  
Arlington, VA 22209

## Education

**Associate's Degree in  
Graphic Design at Virginia  
Commonwealth University,  
VA**

Aug 2015 - May 2019

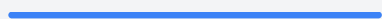
I've learned how to effectively  
communicate ideas through  
visual solutions.

## Links

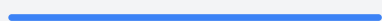
[linkedin.com/in/cleothajosserand](https://www.linkedin.com/in/cleothajosserand)

## Skills

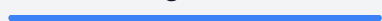
Adobe Photoshop



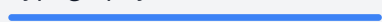
Adobe Illustrator



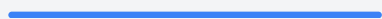
Adobe InDesign



Typography



Layout design



Color theory

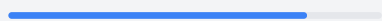
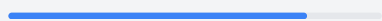
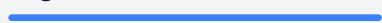


Image editing

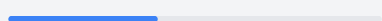


## Languages

English



Dutch



## Profile

I am an assistant art director with over three years of experience in the industry. I have worked on a variety of projects, from small independent films to large Hollywood productions. My roles have included designing and oversee production for sets, props, and costumes. In addition to my creative skills, I also have strong organizational abilities and excellent communication skills.

## Employment History

### Assistant Art Director at Heritage Advertising, VA

Apr 2022 - Present

- Led a team of 5 designers in creating the look and feel for a new web platform that resulted in a 15% increase in user engagement.
- Worked with senior management to develop creative briefs for 3 major ad campaigns that generated \$2M+ in revenue each.
- Managed production schedules and budgets for 10 large-scale print projects, coming in under budget by an average of 12%.
- Conceptualized and designed award-winning collateral materials used at national trade shows, resulting in a 20% increase in leads.
- Created visual style guides that were adopted company-wide, streamlining design processes and saving \$15k annually.

### Associate Art Director at The Virginia Gazette, VA

Sep 2019 - Mar 2022

- Led a team of 4 designers in creating the visuals for a new website that received over 1 million unique visitors in the first month.
- Won an award for Best Website Design at the annual industry conference.
- Grew social media following by 30% through creative content and strategic partnerships.
- Led design efforts on a rebranding project that resulted in a 5% increase in sales.
- Created an internal style guide that was adopted by 3 other departments.

## Certificates

### Adobe Certified Expert (ACE)

Jan 2021

### Apple Certified Pro

Nov 2019

## Memberships

**American Institute of Graphic Arts (AIGA)**

**Art Directors Club (ADC)**