

# Joseph Tosi

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WEB DESIGNER  
UI/UX/FRONT END

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Tampa, Florida  
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## OVERVIEW

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Extensive experience in Web and graphic design, combining agency-level creativity with a keen sense of logic to quickly devise both aesthetic and technical solutions. Proficient written communication skills, empathetic, cooperative, and personable. Multi-cultural and multi-lingual. Actively keeps up-to-date with industry best practices and creative trends, champions those standards in order to accomplish projects faster, better, and more effectively.

### Skills include:

Design	Implementation	Deployment
Concepting, Storyboarding,	Coding, Illustration,	Domain and Hosting Setup,
Mockups, Graphic Design,	Photography, Photo	Site Administration, Analytics
UX/Usability	Manipulation	

### Technologies & Software include:

» HTML5 & CSS3	» Photoshop	» Lightroom	» PHP/MySQL
» SASS	» Illustrator	» Sketch	» Cinema 4D
» Git	» InDesign	» JavaScript	

## EDUCATION

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Bachelor of Fine Art, Digital Art and Technology (Magna Cum Laude) 2002  
International Academy of Design, Tampa, Florida

## EXPERIENCE

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Tosi Design, Inc. | Tampa, Florida 2014 - Present  
Freelance Web Designer/Developer

Focus is on web design, UX design, and graphic design.

» Redesigned and implemented a completely custom front-end for Suncoast Precision Tools, a B2B industrial tool and supply company featuring over 800,000 products

UTILIZED SKETCH, HTML/SASS/JAVASCRIPT, TRANSFORMATIONS, BOURBON, NEAT

» Redesigned corporate identity for The Vanella Group, establishing branding guidelines and implementing them via website, printed collateral material, and interactive presentations, elevating their image to one that portrays "best-of-breed" in the telesales and lead generation industry

UTILIZED PHOTOSHOP, ILLUSTRATOR, HTML/SASS/JAVASCRIPT, PHP, INDESIGN, AND POWERPOINT

» Designed and implemented a fully responsive website for Remote Relationship Management.

UTILIZED ILLUSTRATOR, HTML/SASS/JAVASCRIPT

» Developed a Wordpress based website for the Bone Law Group

UTILIZED PHOTOSHOP, WORDPRESS, HTML/CSS/JAVASCRIPT

Sweetbay Supermarket | Tampa, Florida

2010 – 2014

Online Marketer & Web Designer

Maintained the online presence of a 105-store supermarket chain, including the development and publication of website content, email marketing, and digital advertising, in addition to managing social media, supporting the company's \$1B in annual sales.

- » Developed relevant, fresh content aligned to strategic brand goals with a near perfect delivery rate. Established production workflow standards & processes including asset management, electronic requisition, content scheduling
- » Improved social media time-to-response rates by 2x and ensured 100% customer service incident resolution by closely managing the social media response team and establishing company standards and processes for interaction, engagement, and inter-department communication

fullCircle Creative Solutions | Tampa, Florida

1999 – 2010

Director of Interactive Media

Focused on web design, interactive design, graphic design for print; provided project management, copy writing, training, technical support, and solutions for improving efficiency

- » Completed over 650 projects for more than 60 clients, ranging from HTML-formatted marketing emails and printed flyers, to full-scale web sites, corporate identities and large-scale catalogs; clients include BIC Graphic USA, Transitions Optical, Lazydays RV, Tampa Bay Lightning, Bryn Alan Photography, and the Children's Board of Hillsborough County
- » Rebranded Bishop & Associates Commercial Real Estate, including a new website and various printed collateral pieces; website included features such as full-screen Flash property tours, interactive Google Maps, and Web 2.0 style tabbing and table sorting  
UTILIZED DREAMWEAVER, PHP, XHTML, CSS, JAVASCRIPT, JQUERY, PHOTOSHOP, ILLUSTRATOR, INDESIGN
- » Developed a lead capture system for an internal marketing campaign, enabling respondents to register online, saving hundreds of hours of manual processing  
UTILIZED PHP, MYSQL, XHTML, CSS, DREAMWEAVER
- » Customized the look & feel of Gallery (PHP) software to harmonize with fullCircle's primary website, allowing the system to be used for online proofing  
UTILIZED HTML, PHP, FLASH, PHOTOSHOP
- » Improved production efficiency of the yearly BIC Graphic catalog, establishing standardized processes for a multi-person team; incorporated style sheets and master pages, file management, naming conventions, and color management, resulting in increased speed, efficiency, and accuracy  
UTILIZED INDESIGN, PHOTOSHOP

## LANGUAGES

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Native proficiency: English, Spanish. Conversational fluency: Mandarin Chinese, French

## REFERENCES

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*Joe is one of the most mature talents I've ever worked with and I've worked with some of the best but there are few who I respect in this business as genuine and honest. He keeps his ego in check and always considerate of others. His work is always perfection and skill level in design and programming is a rare gift. He is someone that sets a very high standard of excellence in design and a great example.*

— **Eric Palhof**, Partner/ Creative Director,  
Performance Marketing, Inc.  
(352) 564-2020

*Joseph Tosi is simply one of the smartest, humblest, most professional and energetic workers I've ever had the pleasure to know. He's outstanding in both aesthetics and technical aspects of web design, and he's a highly professional communicator, presenter, manager, and problem-solver. Joseph is among the top three students I have worked with in my 20 years of being a professor. I have also hired him to work on freelance jobs and to conduct corporate training. If I were looking for a business partner or an employee, Joseph would be the first person I would call.*

— **Juliet Davis**, Professor,  
University of Tampa

*I have enjoyed the opportunity to work with Joseph on a yearly basis over the past 9 years in development and production of our annual catalog - a large-scale project that takes an enormous amount of time and attention to detail. Joseph has proven not only to be technically proficient in his design work and execution, but also to be thorough, prompt and reliable. He has always shown great attention to detail, and has consistently been courteous and helpful throughout the project process.*

— **Sara Rooney**, Senior Graphic Designer,  
BIC Graphic USA

*Joseph Tosi is one of the most talented students to ever walk through the doors of the Academy. He is the kind of student that every teacher would enjoy having in class, very unassuming, dedicated, with a great enthusiasm and curiosity to learn. His attitude and personality are his greatest assets and are going to take him very far. All of us at the Academy have no doubts that he would reach great heights in his career and would make us all proud.*

— **Chitra Subramaniam**, Chair - Media Arts,  
International Academy of Design and  
Technology

*I gave Joe a general concept of what I wanted to do with my site and not only did he take the reigns from there, he created something that far exceeded what even I was able to envision. I was floored! Joe is the rare combination of being both an artist of the highest caliber, AND a technician of the highest caliber.*

— **Bob Thompson**, President,  
Thompson Studios

*Joe is an exceptionally talented and creative designer. I have been working with Joe for over 6 years and he has continued to deliver high quality/agency-level material for us and our clients. He is current with both technology and design trends. He also brings his own artistic talent which adds a unique look and feel to everything he does. He understands working to business objectives, project management, and timelines. I can highly recommend Joe and will continue to work with him.*

— **Mari Anne Vanella**, President,  
The Vanella Group