



Portfolio Website

www.joshgraef.co

OBJECTIVE

Ai-driven product designer with 10+ years of experience from renowned agencies, a successful personal studio, and product startups seeks challenging full-time career growth opportunities.

SKILLS

UX Research & Design

Information architecture, journey mapping, user research, personas, interaction design, design thinking, accessibility, user flows, CRO

UI Design

Figma expert, cross-functional collaboration, prototyping, user-testing, wireframing, sketching, design systems, prototyping, interaction design, Webflow/FlutterFlow

Branding & Advertising

Market research, positioning, brand strategy, storytelling, brand identity design, motion design, illustration, InDesign, Illustrator, Photoshop

Josh Graef

San Diego, CA
josh@cartworthy.co

EXPERIENCE

Fodoprints.com Sept 2022 – Present

Product Designer + Owner

Designed product experiences for event printing and a postal mailing service that delivered 8,000+ prints and messages across the globe.

Cartworthy.co Studio Sept 2018 – Present

Senior Product Designer

Provided ai-driven product strategy, UX/UI design, UX research, and design systems for product startups and technology teams.

Only Salt Oct 2019 – July 2021

Creative Director

Designed product strategy, brand identity, packaging, eCommerce website, ad campaigns, social content, and product photography

ChopDawg Agency Feb 2019 – Aug 2020

UX/UI Designer

Designed mobile apps and website applications, including UX strategy, information architecture, interaction design and prototyping

ParkerWhite Agency July 2018 – Sept 2018

UX/UI Designer

Designed websites, ad campaigns, digital content, and print marketing materials for medical, health, and wellness brands

SixteenFifty Agency July 2017 – July 2018

Visual Designer

Designed websites, apps, brand identities, ad campaigns, presentation decks, and print marketing materials for global brands and startups

Signum Design Studio May 2015 – Jan 2017

Visual Designer

Designed marketing materials for KSU, clubs, and student entrepreneurs

EDUCATION

Kent State University 2012 – 2017

BFA, Visual Communication Design, Cum Laude Honors, 3.69 GPA