

JOSHUA DUCHESNE, Creative Direction

SUMMARY

Creative Director / Associate Creative Director with 10+ years leading identity systems and campaign platforms across agency, consultancy, and in-house. Translate research into positioning, then direct craft and delivery through launch (toolkits, templates, multi-channel systems) while leading executive stakeholder decision-making. Recognized by AIGA, ADCC, Communication Arts, RGD, NMA, and PRINT.

CORE STRENGTHS

Creative direction & craft standards ▪ Brand strategy & positioning ▪ Identity systems & toolkits ▪ Integrated campaign platforms ▪ Naming & messaging ▪ Executive stakeholder facilitation ▪ Team leadership, mentoring & critique ▪ Pitch/RFP decks & presentation systems

EXPERIENCE

Made by Emblem
Associate Creative Director
2022-Present

Scope: 4 direct reports; led teams of 4-7 across design/copy/strategy; owned 5 concurrent workstreams; primary presenter to exec stakeholders.

- Directed brand strategy, identity systems, and integrated campaigns from discovery to rollout; ensured consistency across social/digital/OOH/print and internal adoption.
- Led naming and messaging development; converted research into decision-ready creative frameworks and final recommendations for senior stakeholders.
- Established craft and presentation standards (templates, critique cadence, deck structure) to improve speed, consistency, and polish across deliverables.
- Shipped award-recognized work including National Magazine Awards 2024 identity with FR/EN template libraries and channel kits; covered by RGD and Brand New.
- Built leadership capacity: launched 'Office Hours'; delivered 500+ reviews; represented the studio in talks, judging, and academic partnerships.

Freelance
Art Director
2016-Present

Independent strategy + art direction for identities, campaigns, editorial, and photography.

Selected clients: Mount Pleasant Group; Oxford Properties; Poliform; Knoll*; B&B Italia*
(*engagements via Kiosk Design)

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Mediabrand Canada
Senior Graphic Designer
2019-2022

- Supported national network brands with concepts, narratives, and pitch/RFP storytelling; developed sub-brand systems.
- Led pitch deck systems and presentation design across 24+ RFPs/year; partnered with strategy to shape narratives and improve win-readiness.
- Created the BEN (Black Employee Network) identity; recognized by RGD In-House Awards.

Earlier Roles

Co-Founder & Creative Director – AHL0T (2016-2017)

Founder & Creative Director – Archie Magazine (2014-2017)

Graphic Designer – SOS Design/Borealis (2015-2016)

AWARDS

2025 ACI-NA Excellence in Airport Marketing, Communications, and Customer Experience Awards

2025 ADCC Awards Bronze: Creative Effectiveness in Design - Public

2025 RGD Brand Design Awards: Integrated Rebrand/Refresh

2024 AIGA 365 Year in Design Award: Brand and Identity Systems

2024 Print Magazine Award: Outdoor & Billboards

2024 Communication Arts Design Award: Social Good

2024 Communication Arts Design Award: Shortlist, Identity Manual

2024 RGD In-House Design Award: Brand Identity

2024 Healthcare Advertising Award: Gold, External/Publication

EDUCATION

University of Toronto – Honours Bachelor of Arts, Art & Art History Specialist

Sheridan College – Advanced Diploma, Art + Art History