

SUMMARY

Design leader with 10+ years across studio, consultancy, and in-house. Joshua builds identity systems and campaigns that move KPIs, mentors high-performing teams, and translates research into executive-ready creative. Awards include AIGA, Communication Arts, RGD, and PRINT for work spanning aviation, media, and culture.

SELECTED ACHIEVEMENTS

Airport employer brand & culture – Led identity/campaign overhaul for a 50k-person community; project recognized by AIGA and PRINT. Elevated reputation and internal pride; consolidated templates and asset libraries to cut production effort.

National awards identity – Directed 360° identity (FR/EN kits, social, motion) recognized by Communication Arts; improved toolkits for faster multi-channel rollout.

Studio transformation – Helped reposition Made by Emblem from production to strategy; revenue growth and press/awards followed; launched mentorship pipeline. (Role depth detailed below.)

CAPABILITIES

- Brand strategy & positioning
- Identity systems
- Campaign platforms
- Naming
- Creative direction
- Stakeholder facilitation (C-suite, enterprise)
- Mentorship & Org design
- Pitching & RFP storytelling
- Hospitality
- Media & Culture
- Enterprise
- Consultation

ROLE

EXPERIENCE

Associate Creative Director
Made by Emblem

2022 - Present

Lead strategy, identity and campaign programs; guide teams from research to rollout; present to executive stakeholders.

Creative lead/guide on Toronto Pearson “I Am Toronto Pearson” brand refresh supporting culture, acquisition and retention for a 50k+ workforce. Press features include Strategy, Brand New, and World Brand Design Society.

Led/assisted direction on National Magazine Awards 2024 identity; shipped comprehensive FR/EN template libraries and social/digital kits. Awarded by Communication Arts; covered by RGD and Brand New.

Studio visibility & thought leadership: author of Emblem journal entries; conference speaker; jury/reviewer for student competitions.

Creative Director & Designer
Freelance

2016 - Present

Independent strategy and art direction for identities, campaigns, editorial and photography; focus on high-end brand refinement for discerning clients. Portfolio and full index available online.

Senior Graphic Designer
Mediabrand Canada

2019 - 2022

Supported national network brands with concepting, narratives and pitch/RFP storytelling; developed sub-brand systems.

Created the BEN (Black Employee Network) identity recognized by RGD In-House Awards.

EARLIER ROLES &
ENTREPRENEURSHIP

Consultant
Kiosk Design Inc.
2013-2019.

Co-Founder & Creative Director
AHL0T
2016-2017.

Founder & Creative Director
Archie Magazine
2014-2017.

Graphic Designer
SOS Design/Borealis
2015-2016.

EDUCATION

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

Advanced Diploma
Art & Art History
Sheridan College

AWARDS

RGD
Brand Design Awards
Rebrand/Refresh

AIGA 365 Year in Design Award:
Brand and Identity Systems

Print Magazine Awards
Second, Outdoor & Billboards

Communication Arts
Design Award Winner,
Social Good

Communication Arts
Design Award Shortlist,
Identity Manual

RGD
In-House Design Awards
Award of Merit, Brand Identity

Healthcare Advertising Award
Gold, Publication/External

YYZ
Excellence in Writing in
Support of Cross Disciplinary
Curatorial Practice

ACTIVITIES

2024 RGD In-House Design
Conference
Speaker: "Leading Change from
the Back: the Social
Responsibility of Designers"

2024 Photography Portfolio
Review
Issues Magazine Shop
Reviewer

2024 Global Media Campaign
Collaboration
Humber College + Business
Academy Aarhus
Judge

2024 YES! (Year End Show)
Awards
George Brown College
Judge

2024 Digital Publishing Awards
National Media Awards
Foundation
Judge

Ongoing Office Hours drop-in
mentorship
Made by Emblem
Mentor

2023 Digital Publishing Awards
National Media Awards
Foundation
Judge

2023 Photography Portfolio
Review
Issues Magazine Shop
Reviewer