

Joel Calvert

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Professional Experience

AdVictory – Washington, DC & Grand Rapids, MI

→ Creative Director 2023 – Present

- Lead design strategy and execution for clients representing millions in annual ad spend, spanning presidential, gubernatorial, and congressional campaigns as well as national advocacy organizations.
- Oversee all client-facing and internal creative output, including branding systems, ad creative, and web development.
- Develop branding and design systems from the ground up for clients and internal projects.
- Reduced creative turnaround time by 50% through workflow optimization.
- Build and maintain responsive, accessible websites and landing pages in Webflow using the Client-First framework.
- Design scalable digital advertising assets displayed to millions of users nationwide.
- Collaborate closely with strategists to ensure brand alignment and conversion performance.
- Recognized with multiple AAPC Pollie Awards, including:
 - Best Online Ad Creative (2022) – Lisa McClain for Congress
 - Best Use of Website/Landing Page (2024) – Doug Burgum for President
 - Best Website – U.S. House Race (2024) – Zach Nunn for Congress

→ Senior Graphic Designer 2020 – 2023

- Managed design and production for large-scale digital campaigns and branding systems.
- Developed and maintained internal and client websites, ensuring accessibility and SEO optimization.
- Implemented consistent brand standards across digital and print assets.
- Assisted in defining the company's internal creative processes and workflows.

● Junior Graphic Designer 2017 – 2020

- Designed digital and print advertising assets for political campaigns, advocacy groups, and national clients.
- Supported senior strategists in campaign creative development and brand creation.
- Produced social, display, and web creative optimized for performance and scalability.

Professional Summary

Award-winning visual designer with 8+ years of experience leading design and brand strategy for national campaigns, advocacy groups, and major organizations. Expert in full-cycle creative execution from concept through delivery across digital, web, and print. Proven ability to deliver high-impact visuals under tight deadlines while ensuring consistency, scalability, and technical precision.

Portfolio

joelcalvert.com

Education

Bachelor of Science in Art
Hillsdale College

Technical Skills

Figma • Webflow • Adobe Creative Suite (Photoshop, Illustrator, InDesign)
• HTML • CSS • JavaScript • Client-First Framework • Brand Strategy
• Web Accessibility • SEO Optimization

Awards & Recognition

- 2024 AAPC Pollie Award – Best Use of Website/Landing Page
- 2024 AAPC Pollie Award – Best Website for U.S. House Race
- 2022 AAPC Pollie Award – Best Online Ad Creative