

RESUME

JOSHUA LARSON

Senior Brand Designer with experience leading visual systems across product, packaging, print and digital. Trusted partner to cross-functional teams on brand direction and execution.

JOSHADAMLARSON@GMAIL.COM

YEARS OF EXPERIENCE

10

EDUCATION HISTORY

LAGUNA COLLEGE OF ART & DESIGN (LCAD) | 2017

WORK HISTORY

DEFENSE ATHLETICS

SENIOR BRAND DESIGNER | 2017–PRESENT

- Led brand system development across digital, print, retail, packaging, and product touchpoints
- Defined visual standards adopted across core product lines and customer-facing materials
- Partnered with leadership on brand direction, positioning, and long-term system coherence
- Work shipped at scale and informed future brand extensions
- Scaled branded product systems serving U.S. Special Operations and leading educational academies

RUNE

FOUNDER AND DESIGNER | 2019–PRESENT

- Developed identity systems, campaign assets, and production-ready design for client brands
- Translated abstract brand goals into cohesive, extensible visual language
- Collaborated with marketing, product, and operations teams to align design with execution
- Supported rollout across print, web, and physical goods

ARTICLE

CO-FOUNDER AND DIRECTOR | 2021–PRESENT

- Co-founded and led a product-focused design studio serving sports, fitness, and beverage brands
- Developed product collection and brand system solutions from concept through launch
- Oversaw product development, design direction, production, and distribution workflows
- Acted as primary creative and strategic partner to clients

ABILITIES

Adobe Creative Suite – Illustrator, Photoshop, Premiere, After Effects, InDesign

Fusion360

Figma

Shopify