

Joy DeHaven

ART DIRECTOR | SENIOR BRAND DESIGNER | BRAND STRATEGIST

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PROFESSIONAL SUMMARY

Creative professional with 10+ years building and evolving brand identity systems end to end. Designed and evolved 60+ brand identities with full visual systems covering guidelines, iconography, illustration, and scalable asset libraries, and led a national retail recruiting campaign that drove a 677% increase in candidate acquisition in four months. Known for translating ambiguous executive briefs into high-performing creative.

SKILLS SUMMARY

Brand & Creative Strategy: Expertise in brand identity, strategy, and development; including logo design, design systems, brand guidelines, and asset library development. Skilled in creative direction, art direction, campaign design, and concepting & ideation.

User experience & Product Design: Proficiency in UX and product design, conversation design, and information architecture. Experienced in wireframing, prototyping, and responsive design, with a strong foundation in usability testing, user research, web design, and component library development.

Design & Production: Hands-on capability across illustration, visual design, print, digital, direct mail, packaging, and event/experiential design. Fluent in developer handoff and pre-press & production preparation.

Leadership & Collaboration: Experienced in design team mentorship and early-career designer development. Adept at influencing executive leadership, cross-functional collaboration, stakeholder communication, and creative presentations, with a background in project management and equity & inclusion initiatives.

TOOLS & TECHNOLOGY

Mastery in Figma and Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom, Acrobat Pro, Dreamweaver, and Firefly). Proficient in Microsoft Office (Word, Excel, PowerPoint, and SharePoint), Sketch, Procreate, and Canva. Experienced with collaboration and project management tools including Miro, Asana, and ClickUp, as well as web platforms Webflow and SendGrid. Fluent in AI-assisted workflows using ChatGPT, Midjourney, and Claude.

WORK EXPERIENCE

Design Lead

New American Funding | Remote | Sep. 2022 - Apr. 2026

- Led concept, design, and execution of a national retail recruiting campaign that drove 677% increase in candidate acquisition in four months; spanning print, digital, direct mail, and events.
- Designed and evolved six brand identities with full visual systems (guidelines, iconography, illustration, and scalable asset libraries) ensuring consistency across all touchpoints and handoffs.
- Served on the Planning Committee Board for an internal LGBTQ+ initiative, contributing to inclusive programming strategy, community engagement, and owning brand creative direction.
- Co-founded and led the Design Development Program, mentoring two early-career designers over six months, with both earning expanded responsibilities.
- Partnered with cross-functional teams (marketing, product, engineering) to align brand, UX, and business objectives on campaigns from brief through production.
- Led end-to-end website design from discovery to developer handoff: IA, wireframes, responsive prototypes, and visual identity; translating stakeholder requirements into a shippable design system.

WORK EXPERIENCE (continued)

UX Design Intern

Stock Alarm | Remote | Feb. 2022 - Apr. 2022

- Led UX design for a complex market-scanning feature with multi-variable filtering, leveraging usability data to prioritize high-impact improvements and deliver an intuitive experience within startup resource constraints.
 - Evolved the design system with new components, graphics, and patterns to improve cross-product consistency and developer handoff quality.
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Senior Designer / Illustrator

Tinsley Creative | Remote | Jan. 2017 - Apr. 2022

- Led all design for a national boat brand through an agency partnership spanning four years, building cohesion across every touchpoint and driving a 1,400% increase in social following (2,000 → 30,000).
 - Developed and executed visual brand strategies for 50+ clients across 30+ industries, translating business goals into cohesive, high-impact creative across functional marketing, packaging, and advertising.
 - Led campaign design across 16 accounts in collaboration with external marketing teams, translating brand strategy and customer insights into creative that drove measurable engagement and performance gains.
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Graphic Designer / Production Specialist

Intense Ink | Haines City, FL | May 2016 - Jan. 2017

- Managed client relationships for seven accounts, delivering compelling presentations, distilling feedback, and iterating to deliver high-impact, on-brief creative.
 - Built and led the production & installation department, establishing processes, scaling operations, and training three team members to ensure efficient, high-quality execution.
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EDUCATION

UX Design Certification

Springboard | Apr. 2022

Associate of Science, Graphic Design

Santa Fe College | Gainesville, FL | Apr. 2016

- Dean's List, Spring & Fall 2015
 - Secretary, Graphic Design Student Association
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Basic Military Training

United States Air Force | Aug. 2010

