



**JOSHUA EGON HEARN | ART DIRECTION, DESIGN, UX**

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*Experience*

**IBM Watson Advertising** | Creative Manager, Design, The Creative Lab, 10/16 – present  
*Responsibilities:* Provide creative direction to a small team of art directors and designers, partner with key stakeholders to help drive product innovation, lead creative conversations with brands and agencies, optimize production, presentation, and workflow processes.

**Questus NY** | Senior Art Director, 05/13 – 9/16  
*Responsibilities:* Art direction, UX/UI design, IA, HTML prototyping, campaign and pitch ideation, account team and client presentations, supervision of junior team members.

**Grey NY** | Senior Designer, 11/10 – 05/13  
*Responsibilities:* Digital design, UX/UI design, IA, campaign and pitch ideation, account team and client presentations.

**designwajskol** | Freelance Designer, 05/10 – 11/10  
*Responsibilities:* Identity and print design. Developed project directions independently and collaboratively, organized and assisted with client presentations, prepared project files for production.

**MTWTF** | Freelance Designer, 08/09 – 03/10; Intern, 01/09 – 05/09  
*Responsibilities:* Identity, print, and exhibition design. Developed project directions independently and collaboratively, organized client presentations, prepared project files for production, managed production.

*Education*

**Fashion Institute of Technology**  
BFA Graphic Design, 2009, Summa Cum Laude  
AAS Communication Design, 2007, Summa Cum Laude

*About*

I like design that follows the rules — a clear system of hierarchy, contrast, and rhythm that organizes information on a grid. I *love* interactive design because things that are built in code are built on rules and systems.

As much as I appreciate rules, I always watch for the right time to break them. Sometimes an exception elevates the whole and rules have to be rewritten.