

JOEL M. SHAW

Senior Graphic and Web Design Professional | Bilingual English/Spanish

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PROFESSIONAL SUMMARY

Senior designer with 20+ years building brand design systems and translating complex, regulated content into clear, on-brand work across email, campaigns, collateral, and web. Experienced owning brand guidelines, style guides, and templates as a single source of truth, and partnering with senior stakeholders to help marketing organizations move faster and stay consistent. Hands-on in Adobe Creative Suite and fluent in AI-assisted design workflows. Bilingual in English and Spanish.

CORE SKILLS

- Adobe Creative Suite: Illustrator, InDesign, Photoshop, Animate, Express, Premiere, XD
- CMS: WordPress, Sitecore, HubSpot, SharePoint, Optimizely, Squarespace, Wix, Wild Apricot
- SEO/AEO Strategy: SemRush, Screaming Frog, Google Search Console and Analytics, BrightEdge, MS Clarity
- CRM and Email: HubSpot, MS Dynamics, Mailchimp, Constant Contact
- AI/LLMs: Claude, ChatGPT, Gemini (Nanobanana), Adobe Firefly, Copilot
- Social and Digital Marketing: LinkedIn, Google Ads, Facebook, YouTube, Instagram, Hootsuite, Ad Roll
- Project Management: Wrike, Asana, Slack, Base Camp
- Microsoft Products: Word, Excel, Powerpoint, OneDrive, Loop, Forms, Visio
- UI/UX, Figma, Design Systems, Web Accessibility (WCAG), and Section 508
- Multilingual Content (Spanish)

PROFESSIONAL EXPERIENCE

Content Management Specialist (Freelance) | **MVP Health Care** | January 2025–Present | Remote

- Serve as a primary business contact for the Sitecore CMS, partnering with multiple internal stakeholders to publish and maintain content with accuracy, accessibility, and brand consistency across the site.
- Define and apply metadata and keyword standards using SEO best practices to improve organic discoverability and search performance. Identify, troubleshoot, and resolve site errors in partnership with technical teams, improving overall site performance and SEO health, applying QA discipline to content changes.
- Review Spanish-language content for accuracy and brand-voice consistency, supporting multilingual audiences.

PROFESSIONAL EXPERIENCE CONTINUED

Web and Marketing Consultant | **JMS Graphic and Web Design, LLC** | July 2004–Present | Remote

- Translate strategic creative briefs into finished design across campaigns and collateral – email templates, web graphics, landing pages, and marketing assets, from concept through production.
- Integrate AI tools into the design workflow to work faster and iterate more efficiently.
- Develop complete brand foundations—voice guidelines, visual systems, and supporting assets, including work that contributed to \$75,000 in pre-seed funding for a startup client.
- Support retainer clients with ongoing design, accessibility, site updates, and brand strategy.

Graphic and Web Design Lead | **Utica National Insurance Group** | April 2024–September 2024 | Remote

- Collaborated with product specialists, writers, and senior leadership to translate complex, regulated insurance products into clear, compelling visual stories across digital and print, supporting multiple lines of business.
- Built and maintained a brand design system for two brands, a central hub of guidelines, standards, and templates used across the company.
- Helped grow total social audience 300% in eight months through a coordinated, design and content strategy across LinkedIn, Facebook, and Instagram.
- Designed UX/UI prototypes for two distinct products, an agent portal and a proposal generator, translating user needs into intuitive, functional interfaces.

Graphic and Web Designer | **SUNY ESF (SUNY College of Environmental Science and Forestry)**

November 2013–September 2021 | Syracuse, N.Y.

- Designed, produced, and wrote recruitment-focused campaigns across digital and print, brochures, posters, social graphics, and video, contributing to year-over-year increases in undergraduate applications.
- Partnered with academic departments and communications staff to plan and execute integrated marketing initiatives supporting program visibility and advancement goals.
- Wrote and edited content for web and publications, ensuring editorial consistency and alignment with institutional voice.

EDUCATION

B.S. in Liberal Studies

Medaille College

📅 2002 📍 Buffalo, N.Y.

Foreign Study Program

Universidad Veritas

📅 2001 📍 San José, Costa Rica

Foreign Study Program

Bond University

📅 2000 📍 Gold Coast, Australia

VOLUNTEER EXPERIENCE

Kitchen and Food Pantry Volunteer

Community Cooperative

📅 2025–Present 📍 Fort Myers, FL

Member, Affordable Housing Advisory Committee

City of Cape Coral

📅 2022–2025 📍 Cape Coral, FL

Spanish Interpreter

Catholic Charities

📅 2012–2016 📍 Syracuse, N.Y.