

JOSEPH GERARD ATIENZA

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[Personal website](#) • [Linkedin Profile](#)

PROFESSIONAL SUMMARY

Experienced, collaborative digital designer who focuses on creating websites and apps that drive user engagement and produce results. Quality-minded and customer service-oriented, I have created virtually all types of marketing and instructional media including online, print, and promotional items while meeting every deadline.

SKILLS SUMMARY

- web design
- usability
- interface design
- website maintenance
- graphic design
- flash animation
- illustration
- creative direction
- team building

Applications: Adobe Experience Manager, Adobe Photoshop, Digital Asset Manager (DAM), JIRA, Confluence, Dreamweaver, CSS, Flash 8, Freehand MX, Illustrator, Pagemaker, QuarkXPress, Windows, MS Office, HTML, Javascript, Wordpress

WORK EXPERIENCE

Black Widow Imaging

Service Level Quality Assurance Manager (2022-Present), Technical Support Engineer (2020-2022)

- Create detailed documentation on our image capturing system
- Audit images from all of our customer locations (auctions and dealers)
- Responsible for training new image auditors
- Manage image auditing team to ensure image quality standards are met
- Collaborate with third-party vendors to resolve imaging issues
- Edit images with Photoshop to fill the capability gaps of Black Widow software
- Conduct quality control for cameras to ensure proper alignment and cleanliness
- Identify, document and troubleshoot issues

Enterprise Holdings, Inc.

Senior Digital Content Specialist (2017-2020), Digital Content Specialist (2012-2017)

- Managed EHI websites and applications, ensuring optimal user experience, content accuracy, functionality and adherence to brand style guides.
- Worked closely with global product managers and developers to support sales goals.
- Focused on visual site content and how it, along with text, guided user experience and engagement.
- Launched localized sites for new branch locations worldwide by creating policies and content and image libraries; managed translations.
- Provided training and support for internal global customers on Adobe Experience Manager and web page creation.
- Managed team of contract employees.

Visual Designer (2007-2012)

- Designed and maintained the look and feel for online apps and websites with intuitive graphic user interface (GUI) design and navigation.
- Created images, animations, interface components and prototypes for various websites.
- Collaborated with business analysts to ensure content accuracy.

Anheuser-Busch

Web Designer (2002-2007)

- Competed against top national agencies to win web design jobs for multiple internal and external websites.
- Collaborated with A-B customers to devise and implement project plans to meet their goals, deadlines and budgets.
- Maintained Beeresponsible.com, FamilyTalkOnline.com, DesignatedDriver.com, ABLobby.com, 180saferide.com, Asianbud.com, Anheuser-Busch.com, Anheuser-Busch Intranet and Votenopropa.com.
- Ensured brand identity and functionality of all A-B sites.
- Provided Dreamweaver support for A-B employees.

Joseph G. Atienza Freelance

Web Designer / Owner (2002-2007)

- Designed websites for a number of small companies in the St. Louis Metro area.
- Acquired and maintained contract with etab international, focusing on building and designing an online point of purchase terminal that restaurant and bar patrons could use to place food and beverage orders and play games.
- Managed all aspects of business, including contract negotiation, web design, billing and accounts receivables.

Wave Technologies International, Inc.

Multimedia Graphic Designer (1998-2001)

- Led design efforts of a team of programmers, graphic designers and quality control engineers in the creation of CD- and web-based interactive training, resulting in a \$40 million annual revenue stream.
- Created interface design, including navigational control system, for company's flagship interactive learning products: operating system simulation software, exam prep software, digital video and online university.
- Created graphics (illustrations, photographs and computer-generated artwork) and managed the use of stock art.
- Enhanced training product effectiveness by programming, illustrating and integrating animations.
- Designed and programmed several company websites.
- Supervised contractor staff.
- Illustrated, and came up with creative animations and ideas and designed Dilbert (Scott Adams) for a line of instructional materials while working closely with brand owners United Media.
- Created corporate graphic standards and designed to them.

Lead Graphic Designer (1993-1998)

- Created marketing materials including websites, online banner ads, comprehensive catalogs of products and services, product packaging, seminar invitations, full direct mail campaigns, newsletters, sales training materials and press kits which supported annual sales in excess of \$30 million.
- Ideated marketing projects through brainstorming with the team and creation of thumbnails and storyboards.
- Ran photo shoots in order to gather appropriate photos for marketing collateral.
- Illustrated many key themes for the company, including the popular Club Wave line.
- Managed production process, including bidding and awarding print jobs as well as attending press checks.
- Designed Wave's Online University website.

EDUCATION

Bachelor of Arts - Graphic Design
George Brown College, Toronto, Ontario

FREELANCE & VOLUNTEER

Clients: Gracie Humaita, DePaul Medical Center, St. Louis Effort for Aids, Active Potential Rehabilitation Services, SS Carpets, Leadership Strategies Group LLC, ProTrain, Shearer Technologies, It's Your Stuff!, Yellowbrick Technologies, Chemir Labs, Reel Impact, etab intl., Cypress Development, Sage Learning, Liberty Logistics, Viomax, Leadership Strategies Group, LLC., Assumption Church, S.S. Carpets, Active Potential Rehabilitation Services and Pro-Act Microbial.