

# Joe Lifrieri

Visual Artist & Designer

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**Portfolio**  
saboteurdesign.com/sample

## Biography

Joseph Lifrieri is a twenty-two year old visual artist and designer with experience in the creative industries of photography, web, and print design. He received his B.A. in English Literature, with a minor in Visual Art from Rowan University. Specializing in music related artwork and photography, Joe infuses his work with a story-like narrative that engages the viewer and engages their imagination.

Joe is currently seeking freelance projects that are both creatively engaging and conceptually challenging. He is also seeking a rewarding full time position with an interesting creative agency or studio.

## Education

### Rowan University (2004 - 2008)

#### Bachelor of Arts - English, Minor - Visual Art

GPA: 3.88, Graduated with Summa Cum Laude honors, Bantivoglio Honors Society: seven semesters, Richard Mitchell Award for Creative Excellence, English Department's Outstanding Achievement Award, Dean's List: All Semesters.

## Full-time Positions

### Crush & Lovely (2008 - Present)

#### Graphic Designer, Illustrator, Developer

Illustration, design, and development for immersive interactive experiences, including art direction for certain projects. Most projects are currently under the terms of non-disclosure agreements and are only available by request.

### Saboteur Design (2006 - Present)

#### Sole-Proprietor, Art Director, Graphic Designer, Developer

Design for print and web, branding and identity development, silk-screening, photography, web development. Rebranding of Rowan University's College of Fine and Performing Arts (lead web designer, developer); interface designer for redesign of DJ Boris' artist website.

### DBL Systems (2007)

#### Graphic Designer, Developer, Art Direction

Web design and development, identity, marketing. Lead designer on all projects, implementation of designs alongside developers, developing under strict cross-browser and cross-environment guidelines.

### Bands On A Budget (2007)

#### Graphic Designer, Art Direction

Design for merchandise, web, apparel, and marketing. Designed merchandise (T-shirts, stickers, etc.) to client specification, consolidated company identity, applied brand standards to various new media (blogs, postcards, business cards).

## Skill set

### Tools

Photoshop, Lightroom, Illustrator, Indesign, Dreamweaver, Extensis Suitcase, HTML/CSS, sIFR. Experience with various CMS (Wordpress, Joomla, PhpMyAdmin, Zencart). Specialty development for social networking.

### Design

Strong background in color theory, typography, branding, and visual identity. Thorough understanding of conceptual, technical, and production processes for web and print design.

### Web Development

Eleven years experience writing HTML, thorough understanding of cross-browser and cross-platform development, search engine optimization, usability, and standards compliant code. Expertise in writing clean, standards-compliant HTML/CSS, with a basic understanding of dynamic languages such as PHP, ASP, AJAX, etc. Experience with DHTML & Javascript.

### Photography

Three years of extensive experience with DSLRs and various supporting equipment, knowledge of studio lighting techniques, extremely adept in live music settings.

### Printmaking

Silk-screening for both print and apparel, understanding of both process and aesthetic. Capable of creating short runs for design proofs via silk-screening.

### Writing & Analysis

Ability to write imaginative, functional copy for marketing and conceptual use, as well as interpreting and analyzing writing.

Relevant references are available upon request.